

# KIRKPATRICK

# SARA

## Hello,

As a digital enthusiast, my life is driven by an insatiable curiosity to learn from others and an extreme fascination for our digital culture! I enjoy blogging about my cat Mambo, DIY projects, photography –and am constantly being inspired by my incredible Frenchie, Diesel.

\* References Available Upon Request

## PROFESSIONAL EXPERIENCE

### 24 Seven Staffing Agency.

#### Nike, NA App Content Publishing Author (10/19 - present)

- Publish content across Nike App, Nike Run Club, and Nike Training Club
- Collaborate with Brand, Creative and Merchandising teams to deliver strategically curated content to app users
- Leverage Nike tools to expose new digital opportunities to drive app engagement
- Collectively working with partners to increase learnings, provide additional insights, and achieve maximum efficiency for content publishing

#### Opus Agency, Marketing Coordinator (02/19 - 02/19)

- Provided research support and coordination for digital strategy and persona development for clients: Amazon, Uber, and Informatica

#### New Seasons Market, Loyalty Customer Support (04/19 - 05/19)

- Provided customer service support for loyalty program and diagnosed opportunities for future digital strategy and front-end operations

### Digital Marketing Manager.

#### Dr. Semler's HeartPerks; Portland, OR (01/17 - 02/19)

- Designed, created copy/graphics and launched website, [semlerheartperks.com](http://semlerheartperks.com), using Wix and Google Analytics
- Manage and created social media profile graphics/postings, using HootSuite
- Launched Facebook advertising campaigns to promote heartcare app
- Implemented SEO, using keywords and search phrases
- Created print marketing ads, Adobe Creative Suite

### Digital Marketing Strategist.

#### FIR Northwest Advertising Agency; Portland, OR (09/16 -02/18)

- Developed and implemented a social media handbook for agency interns
- Crafted digital marketing campaign strategies, using social media, SEO, and SEM tactics for: PSU SBA, Vikings Athletics, and FIR NW Advertising Agency
- Created and presented a digital marketing plan for Portland State University Viking Athletics marketing interns – Nov. 2016
- Participated in a 3-day intensive workshop creating an advertising campaign for a Lucid Dog Training and Hot Mama's Salsa – Feb. 2018

### Text Blogger.

#### Portland State University; Portland, OR (09/15 - 01/18)

- Developed student life perspective blogs on digital strategies for networking, personal image, and social media best practices for the university blog site, PSU CHRONICLES, using Wordpress
- Tracked student blog engagement and site traffic

### Social Media Marketing Manager Intern.

#### Portland Women's Expo Non-Profit; Portland, OR (06/15 - 09/15)

- Developed a social media plan to drive event ticket sales event, using HootSuite

### Sales/Metrics Manager.

#### Verizon Wireless (Diamond); Portland, OR (02/11 - 12/14)

- Built sales through customer discovery questions & interactive relationships
- Developed informational workbooks, implanted within 15 store locations
- Created marketing materials, displays & in-store strategies to drive sales

## ACHIEVEMENTS

- Accumulated 400 Portland Women Expo followers, using Tailwind in < 3 months
- Analytics, SEO, Social Media Marketing, Digital Strategies, Content Strategy, Digital Media Integration, Certified 2016
- Increased Diamond in the Rough service bookings by 25%, using SEO tactics
- Captured over 300 members, within 30 days, using Facebook Groups
- Landed partnerships with United and Alaska Airlines for Semler Heart App 2019



## CONTACT >>

## EDUCATION

### Portland State University

Bachelors of Science, Marketing and Advertising, 2018

### PSU CEPE

Digital Marketing Strategies Certificate, 2016

### Digital Summit Portland, OR

Content Marketing Certificate, 2016

### Portland Community College

Associates of Science, 2015

## PROFESSIONAL SKILLS

Project Management	●●●●●
Content Publishing/Development	●●●●●
Social Media Marketing	●●●●●
JIRA Software	●●○○○
SEO Marketing	●●●●●
Wix, Wordpress	●●●●●
HootSuite, Tailwind, MailChimp	●●●●●
Microsoft Office, Adobe Suite	●●●●●

## COMPETENCIES

Compelling Communication	●●●●●
Teamwork + Leadership	●●●●●
Effective Research	●●●●●
Data Analysis	●●●○○
Efficient Problem-Solving	●●●○○
Creative Thinking	●●●●●

## PROJECTS

### Nike Women

Designed a Nike App audience capabilities deck to enhance content engagement with app users who follow Nike Women products.

### Nike App Content Publishing

Created an interactive Onboarding plan for in-office and virtual new hire training.

### Voodoo Doughnuts

Led a team to develop a marketing plan for a new product offering, which included a product mockup + design. This concept was accepted for implementation Summer 2018.

### Mercy Corps

An audit was performed on the organization's platforms to develop a digital marketing plan and social media campaign. which leveraged digital storytelling as a driver to engage with donors. This new content strategy was accepted for implementation in 2017.

### Semler HeartPerks

The creation of a print magazine ad to promote app downloads was published in the Multnomah Athletic Club (MAC) magazine July 2018 edition.

### Portland Women's Expo

A social media marketing campaign was designed to drive awareness for an event, using audience personas and a contest to drive engagement and event ticket sales.

## MEMBERSHIPS

SEM Association, 2016-present

Social Media Mktg Society, 2016-present

Portland Ad Federation, 2018-present

Women In Tech (PDXWIT), 2019-present

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