

* References Available Upon Request

Hello,

I am a recent Portland State University School of Business graduate aspiring to land a role where I can help organizations express their mission in compelling and relatable ways through digital marketing.

PROFESSIONAL EXPERIENCE

Digital Strategist/Freelancer.

SKMEDIAPDX; Portland, OR (07/16 - present)

- Launched a personal freelance business and website, skmediapdx.com
- Services: digital marketing, social media consultation and website design
- Designed website and created content using Adobe Creative Suite and Wix

Digital Marketing Manager Intern.

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

- Designed, created content and launched website, semlerheartperks.com, using Wix and Google Analytics
- Manage and create social media profile postings, using HootSuite and Over
- Launched Facebook advertising campaigns to promote heartcare app
- Implemented SEO, using keywords and search phrases
- Create graphics for the website, social media, and print marketing tools, using Over and Adobe Creative Suite

Portfolio Workshop Intern.

Portland State University; Portland, OR (02/18 - 02/18)

- Participated in a 3-day intensive workshop creating an advertising campaign for a local client's business
- Created digital marketing strategies, using social media and search engine optimization tactics
- Worked on a team to present final ad campaign to client

Text Blogger.

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

- Developed student life perspective blogs for the university blog site, PSU CHRONICLES, using Wordpress
- Created graphics for blog site, using personal photographs and Photoshop
- Blog topics specifically focused on educating students on digital marketing strategies for networking, personal image, and social media best practices

Digital Strategist Intern.

FIR NW (PSU Student Advertising Agency); Portland, OR (09/16 - 12/16)

- Developed, designed and implemented a social media marketing handbook for the FIR NW advertising agency interns
- Crafted social media campaign strategies for: PSU School of Business, Vikings Athletics, and FIR NW Advertising Agency
- Created and presented a digital marketing plan and client presentation for Portland State University Viking Athletics

Social Media Marketing Manager Intern.

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

- Developed a social media plan to drive awareness, using HootSuite
- Created Pinterest account, accumulated 400 followers in less than 3 months, using Tailwind

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 followers, using Tailwind in < 3 months
- Analytics, SEO, Social Media Marketing, Digital Strategies, Content Strategy, Digital Media Integration, Certified 2016
- Captured over 300 members, within 30 days using Facebook Groups



CONTACT >>

EDUCATION

Portland State University

Bachelors of Science, Marketing and Advertising, 2017

PSU Center for Executive and Professional Education

Digital Marketing Strategies Certificate, 2016

Digital Summit Portland, OR

Content Marketing Certificate, 2016

Portland Community College

Associates of Science, 2015

PROFESSIONAL SKILLS

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

COMPETENCIES

Communication	●●●●
Teamwork	●●●●
Sales	●●●○
Leadership	●●●●
Problem Solving	●●●○

PROJECTS

Voodoo Doughnuts

Led a team where a marketing plan and a product pitch video was created for a new product line, presented to the company, and accepted for implementation. The video content included a new product demonstration and mock packaging.

Mercy Corps

A digital marketing plan and audit was performed on the organization's platforms. The plan included a social media campaign, which leveraged digital storytelling as a driver to engage with their donors to develop a new content strategy.

PSU FIR NW

The creation of an instructional guide with high level approaches to social media and strategy recommendations.

Portland Women's Expo

A social media marketing campaign was designed to increase the awareness for an annual event. The campaign included audience personas and launched a contest to drive activity to social platforms.

MEMBERSHIPS

Search Engine Marketing Association (SEMPDX), member 2016 - present

Social Media Marketing, Society, member 2016 - present



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