

# Sarah Smith

As both an analytical thinker and a creative mind, I am looking for a position that allows me to use both. Tableau is my favorite tool for data analysis, reporting and visualization. I'm a natural problem solver who loves to be challenged in a fast-paced environment.













## Numbers

|   |   |   |   |   |  |   |
|---|---|---|---|---|--|---|
| <b>27%</b>  | <b>Time in 1/2</b>  | <b>100%</b>                                 | <b>\$3.6M</b>   | <b>&gt;51%</b>  | <b>\$3M+</b>   | <b>300+</b>   |
| increase in reach on instagram within six months. | Customer Complaint Process from entry to processing to credit issued. | increase of visitors to website since 2017. | Value of proposal and proposal addendum for Telecommunications start-up | Avg. engagement increase across 12 company's social media accounts in five months | Value of crisis communication project I helped lead for South Carolina division. | Attendees at Pro/Am Golf Tournament I helped organize and run marketing team. |
| J+S Digital Group                                 | At Spinnaker  | At Spinnaker                                | At Freelance  | At THG  | At IP  | At BHGH   |





## Work History

|   |   |
|---|---|
|    | J+S Digital Group<br>Marketing Consultant 2016                  |
|    | Spinnaker Coating, LLC<br>Marketing Specialist 2017 - 2019      |
|    | The Hathaway group<br>Project Manager & Sales Asst. 2016 - 2017 |
|   | International Paper<br>Communications Intern 2015 - 2015        |
|  | Auburn University<br>Business Teaching Assistant 2014 - 2015    |
|  | xpedx<br>Communications Intern 2012 - 2012                      |
|  | Boys Hope Girls Hope<br>Marketing Intern 2011 - 2011            |

## Skills

|                          |   |
|--------------------------|---|
| Content Creation         |    |
| Data Analytics           |    |
| Data Visualization       |    |
| Email Marketing          |    |
| Google Analytics         |    |
| HTML                     |    |
| Marketing Strategy       |    |
| SEM                      |  |
| SEO                      |  |
| Social Media Marketing   |  |
| Social Media Advertising |  |
| Tableau                  |  |
| Website Design           |  |

## Education

|   |  |   |   |
|---|--|---|---|
|  | Auburn University<br>BA in Communications - 2015                       |  | Udacity<br>Nanodegree in Digital Marketing - 2019   |
|  | Auburn University<br>BS in Business Administration in Marketing - 2015 |  | Udacity<br>Nanodegree in Marketing Analytics - 2019 |

## How I did it

|  |   |  |
|--|---|--|
| <b>J+S Digital Group</b><br>- Created promotional videos for three Christian non-profit programs/events that led to successful events.<br>- Managing and creating content on instagram for family run mattress store<br>- Reach increased 27% in six months<br>- Aided in the writing and development of proposal and client presentation<br>- Edited proposal addendum upon client negotiations | <b>Spinnaker Coating, LLC</b><br>- Led process improvement team to automate customer quality complaint process<br>- Developed new website to rebrand and replace archaic site | <b>International Paper</b><br>- Managed email communications and informational Facebook page for South Carolina location.<br>- Maintained crisis communication plan procedures |
| <b>The Hathaway Group</b><br>- Managed social media accounts for 12 different clients to include: Facebook, Twitter, Instagram, Pinterest, blogs   | <b>Boys Hope Girls Hope</b><br>- Wrote event Press Release<br>- Created marketing materials for event<br>- Managed marketing team on day-of event                             |  |