

# Sarah Smith

As both an analytical thinker and a creative mind, I will use my knowledge and experience to take clients through the marketing journey from content creation to optimization to data reporting and visualization.

## 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 Marketing Consultant 2016
	Spinnaker Coating, LLC Marketing Specialist 2017 - 2019
	The Hathaway group Project Manager & Sales Asst. 2016 - 2017
	International Paper Communications Intern 2015 - 2015
	Auburn University Business Teaching Assistant 2014 - 2015
	xpedx Communications Intern 2012 - 2012
	Boys Hope Girls Hope Marketing Intern 2011 - 2011

## Skills

Content Creation	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Data Analytics	<div style="width: 100%;"><div style="width: 80%;"></div></div>
Data Visualization	<div style="width: 100%;"><div style="width: 80%;"></div></div>
Email Marketing	<div style="width: 100%;"><div style="width: 80%;"></div></div>
Google Analytics	<div style="width: 100%;"><div style="width: 80%;"></div></div>
HTML	<div style="width: 100%;"><div style="width: 20%;"></div></div>
Marketing Strategy	<div style="width: 100%;"><div style="width: 80%;"></div></div>
SEM	<div style="width: 100%;"><div style="width: 60%;"></div></div>
SEO	<div style="width: 100%;"><div style="width: 60%;"></div></div>
Social Media Marketing	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Social Media Advertising	<div style="width: 100%;"><div style="width: 90%;"></div></div>
Tableau	<div style="width: 100%;"><div style="width: 80%;"></div></div>
Website Design	<div style="width: 100%;"><div style="width: 80%;"></div></div>

## Education

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

## How I did it

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