

SABRINA WILHITE

WilhiteSabrina@gmail.com | 801-913-8921 | <https://www.linkedin.com/in/sabrina-wilhite/>

SUMMARY OF QUALIFICATIONS

- Four years of experience in digital marketing, campaign management, and effective social media management.
- Detail oriented, hardworking, dependable, dedicated, and passionate.
- Proven track record of effective team management and time management resulting in three workplace awards.

PROFESSIONAL EXPERIENCE

PENNA POWERS MARKETING AGENCY

08/23 – Present

Associate Account Manager and Content Specialist

- Suggests social media content, reviews content calendars, and aids in creating social media content.
- Manages an assigned set of client accounts within the agency, reporting to the Vice President of Account Planning and Management.
- Work with Project Manager, Social Media Manager, and other account team members to develop campaign timelines, maintain timelines and meet deadlines on specific jobs/projects.

SABRINA MEDIA CO.

01/21 – Present

Freelance Social Media and Digital Marketing Manager

- Uses various social media platforms, email, and websites to increase brand awareness, generate leads, and boost sales for nine companies and organizations.
- Creates, executes, and manages social media and digital marketing campaigns for clients.
- Proficient in Adobe programs, Canva, and a variety of social media and digital ad software programs.

SECURITY SERVICE CREDIT UNION

08/21 – 16/23

Senior Member Relationship Officer

- Informed and trained six team members and assisted in tracking and setting branch sales goals and marketing relevant branch promotions.
- Assists approximately 50 members and nonmembers daily in opening accounts, resolving complex and unique problems, and applying for and booking loans.
- Coordinated efforts between members and departments credit union wide.

EDUCATION

UTAH VALLEY UNIVERSITY

Orem, Utah

Bachelor of Science in Digital Marketing

Associate of Science in Business Management

Expected, May 2024
Entrepreneurship Minor

SERVICE & AWARDS

THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS

01/21 – 07/21

Head Social Media Specialist for the Alaska Anchorage Mission

- Oversaw all social media platforms, content, marketing efforts.
- Worked within an assigned budget, timeline, and resources to create social media posts, stories, music videos, devotionals, and weekly live digital media events tailored to our target audience.
- Generated leads which were sent to organization representatives capable of assisting them which is the organization's purpose.

SLCC'S PRESIDENTIAL LEADERSHIP SCHOLARSHIP

08/18

- Awarded for promising potential being a leader and SLCC representative, head of Northern Campuses.