

# Sarah Whaley

SOCIAL MEDIA  
MARKETING SPECIALIST

## Who am I?

Hi, I'm Sarah! I'm passionate about people & letting creativity flourish. My promise is to integrate both of those things to market in the most efficient way possible

## Contact Info



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## Skills & Expertise

### Professional Skills

- Content Creation
- Photography
- Video Editing
- SEO
- Branding

### Professional Skills

- Leadership
- Creativity
- Collaboration
- Organization

## Education History

**2017-2018**

**Bachelor's Of Science  
Liberty University**

Vocal Pedagogy

**2019-2021**

**Master's of Science  
Liberty University**

Social Media  
Management

## Work Experience

### Social Media & Event Coordinator

**2021- Present - Sodexo**

- Engaging university students through marketing events and a strong social media presence.
- Successfully growing the online following by over 20% and doubling sales through social campaigns and on-campus events.
- Collaborating with departments and influencers to promote brand awareness and sales.

### Social Media Coordinator & Graduate Assistant

**2019 - 2021 - Zaki Gordon School of Cinematic Arts**

- Managing the entirety of the online social presence of the school while growing interaction and following over 35%
- Teaching and leading students in the subject of film, marketing, and social media content creation.