



SARA NICKLEBERRY

MARKETING STRATEGIST | SOCIAL MEDIA STRATEGIST **ACCOUNT MANAGEMENT | RISK MANAGEMENT**

Growth-focused Social Media Strategist consistently sought-after to deliver sterling experience in social media marketing combined with digital strategy expertise and a solid background in content creation to tell compelling brand stories and improve sales and revenue for the company. Change catalyst well-versed in the knowledge of social media platforms used with the knowledge of social media marketing tactics to cause a dramatic rise in the improvement of business performance. Characterized as a professional with sound ability to interpret customer requirements to the last detail and execute the plans and strategies to satisfy clients. Adept at developing social media architecture for organizations, managing successful campaigns, reviewing/recommending improvement to social media programs, and aligning media program with the business objectives.



SKILLS



Professional Skills



Social Media Strategy



Social Graphic Creation w/tools



Project Management



Web Content Development



Social Media Growth & Engagement



Marketing



Blogging



Photo Editing



Public Relations



Social Media Ads



Strategic Partnerships



Email Newsletters



Market Research



Customer Relations

EXPERTISE

EXPERIENCE



Professional Experience

● CONTRACT / FREELANCE

Social Media Strategy And Management

- Laid the ground work for multiple successful campaign on social media platforms for various companies, which are measurable and quantifiable results.
- Aligned the company for growth by mounting Facebook advertising strategies that increased website traffic by %199 and follower growth by %127.
- Accelerate the growth of organizations by monitoring the online presence of the company's brand and engaging with users and building customer relationships.
- Lead the design of digital assets from concept to completion, coordinating with graphic designers, videographers, and photographers. Create monthly calendars, social media plans, and campaigns.
- Champion the management of social media planning for the execution of marketing strategies and community management.
- Demonstrated expertise in leveraging the knowledge of tools for content creation and management. Tools include Canva, Adobe Spark, Mojo, Unfold, Animoto, Buffer, Hootsuite, Later, Hubspot, Later.

EDUCATION



Education & Certifications & Awards

Education

Eastern Michigan University

Bachelor of Science – Organizational Communications, Public Relations, and Advertising

Certifications



Hubspot Academy Certification



Constant Contact Social Media Marketing
and Email Marketing Experts Program

Awards And Recognition

- Black History Month Featured Talent by Browner and Browner AD Agency, as seen in Adweek.
- Corp! Discitech Award Science & Technology: Technology Award in Recognition of Leading The Way in Digital, Science, and Technology and Making Michigan a Better Place to Live and Work.

**SOCIAL MEDIA
PROJECTS**



Social Media Projects

Ford Motor Company Fund

The Wright Museum

Center of Hope Family Services

Oakland County Government

Hispanic IT Executive Council

HITEC Foundation

In A Perfect World Foundation

Oakland County Executive's 40 under 40

Detroit Entrepreneur Week

The TGQ Law Firm



Marketing Portfolio

SARA NICKLEBERRY



- 2021 Black History Month Pioneers and Trailblazers
- Strategy: Develop African American stories related to Black History that are appealing to audiences including media outlets.
- Creative concept: Highlight African American social justice leaders – linking former prominent figures with the current leaders of the movement.

Social Media Campaign

• 2021 Women's History Month: Time of the Black Woman and Pathfinder Series.

• A campaign that highlights women who are shining brightly and making an imprint on the world today.

• Creative Concept: Animated Social Graphic.



Social Media Campaign

Women's History Month Facebook Premiere Video

Concept: Life of a Sister Poet: A Salute to Sonia Sanchez - A candid conversation with three modern day poets and legendary, iconic poet, Sonia Sanchez.

Format: Live to Tape.





Program Title: In A Perfect World Foundation's Music + Art + Philanthropy Gala honoring Prince.

Event and post event coverage of the foundation's gala in the Instagram feed with real-time red carpet interviews by ATTN and musical performances in Instagram Stories.

Event Social Media Strategy

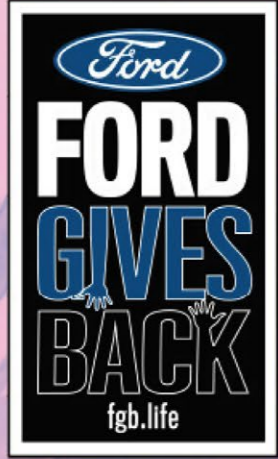




Video Creative Direction

Ford First Gen

Strategy: Bring awareness to the Ford First Gen program through the words and stories from Spelman College mentees, mentors, staff and Ford employees.



Ford Motor Company



Social Campaign Brand Launch

Facebook Ad Campaign Success Story

1. Elite 40 FB Ads

October 30 - December 3, 2014

1ST AD

Nov. 14 - 19

"Nominations are Open"
"Nominate Today"

of Website Clicks: 108
Reach: 18,099

Overall Spent:
\$134.09



2ND AD

Nov. 24 - Dec. 3

"Where Are They Now?"
(Set of 4 photos)

of Website Clicks: 201
Reach: 23,683

Overall Spent:
\$223.68



5 CAMPAIGNS

PROGRAM SUCCESS METRICS

Goal: 250 Nominations Submitted
Actual: 322 Nominations Submitted
154 Nominations Completed

Accounts Utilized: (7)
Advantage Oakland
Arts, Culture & Film
One Stop Shop
Oakland County Michigan Works
Elite 40 Group
Brooks Patterson
Salina Rivera

SOCIAL PLATFORMS USED

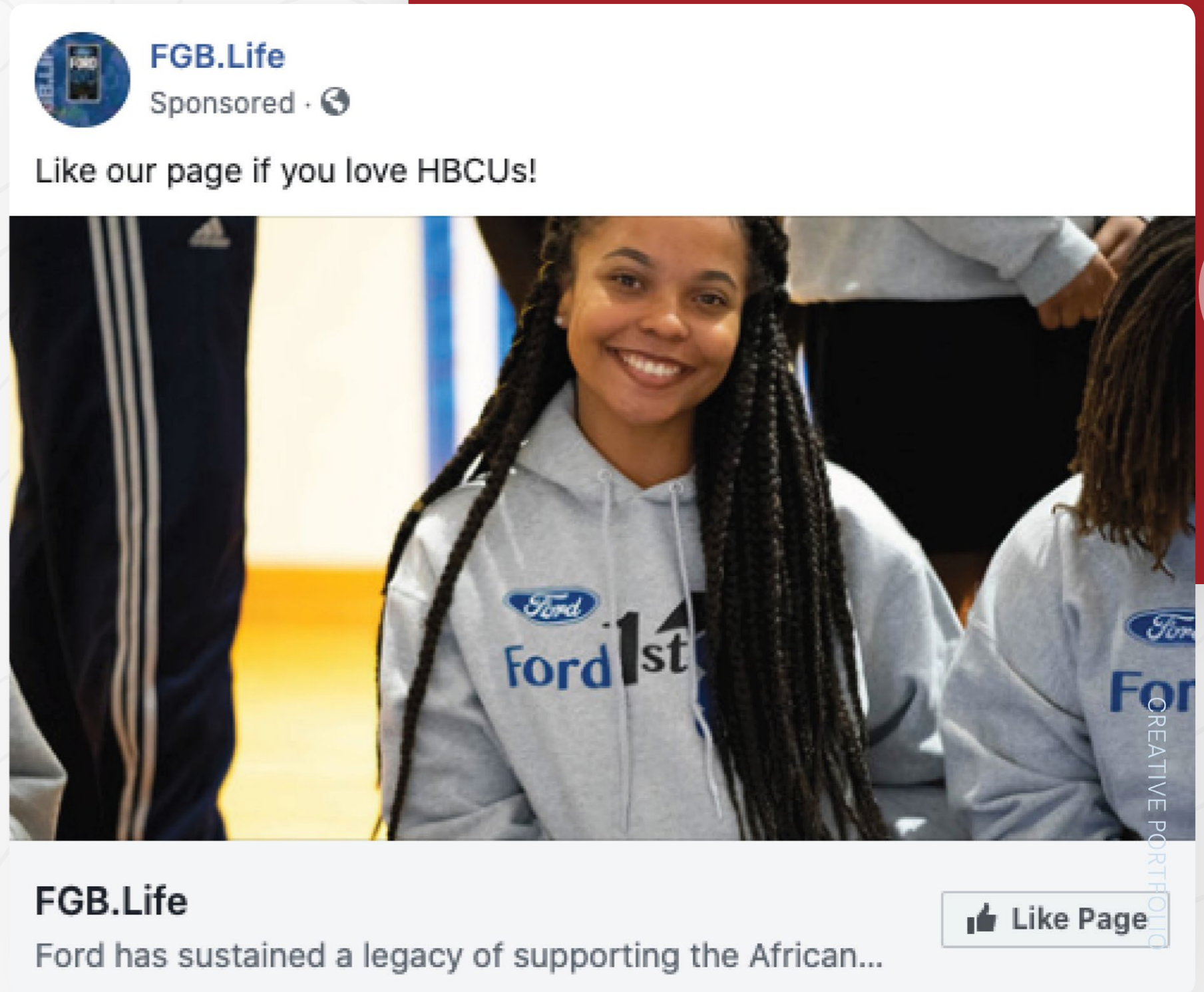
80%

10%

10%

Facebook Page Promotion Ad

%127 increase in page likes



The image shows a Facebook advertisement for FGB.Life. At the top, the profile picture is a blue globe with a smartphone icon, and the name 'FGB.Life' is displayed in blue. Below the name, it says 'Sponsored' with a globe icon. The main text of the ad reads 'Like our page if you love HBCUs!'. The central image is a photograph of a young woman with long braids, smiling, wearing a grey hoodie with the Ford logo and 'Ford 1st' text. Below the image, the name 'FGB.Life' is repeated, followed by the text 'Ford has sustained a legacy of supporting the African...'. In the bottom right corner of the ad, there is a button with a thumbs-up icon and the text 'Like Page'. The background of the slide features decorative elements: a grid of red dots in the top left, a red star in the top right, a red spiral in the middle right, a thumbs-up icon in the bottom left, and a grid of red dots in the bottom right. A red cross icon is also present near the bottom center of the ad area.

Facebook ad campaign increased website traffic by **%199**





MLK DAY at The Wright Museum

Marketing and PR strategy produced record attendance for MLK Day 2017

Copywriting

Editing

We are living in unprecedented times. In addition to a pandemic that has disproportionately affected our lives, more senseless deaths have again touched the African American community and the world. Human rights, civil rights, voting rights, as well as basic justice too often have been denied to our people and our community.

FGB.Life means Ford Gives Back. We at the Ford Fund are not here to be on-trend or to offer hollow words.

We demonstrate our support for the black community every day through action. As an organization, we will continue to find ways to support our community through educational programming and initiatives designed to improve our economic status and quality of life. We commit to continually provide financial support to our community partners and seek new partners who are making a difference and advancing the lives of the black community every day. **#BlackLivesMatter!**

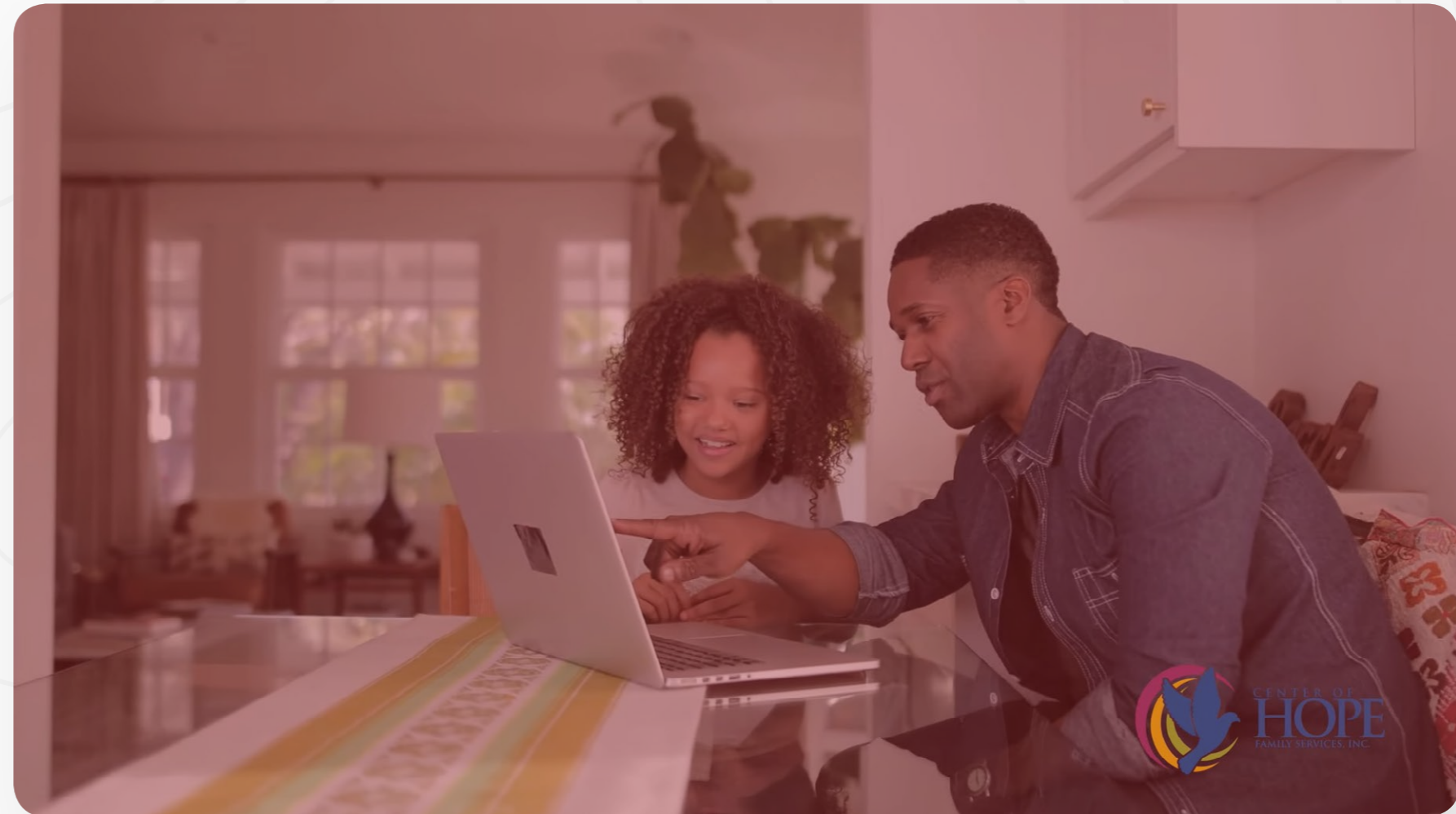


Video Concept & Direction

HITEC Foundation
«Change Our Story»

Creative Direction and Script

Center of Hope Family
Services





Thank You

Let's work together