

Sara Nickleberry

Resume & Portfolio

Marketing Strategist | Social Media Strategist

Account Management | Client Relationship Management





Hello!

I'm Sara Nickleberry 😊

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.



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



Client Relationship Management



ACCOUNT SUPERVISOR

FleishmanHillard  Sep 2021 - Present  Detroit, Michigan, US



- Build and maintain strong client relationships
- Play a pivotal role in handling many of the day-to-day activities for the social media practice's account teams
- Create and execute content strategy to engage audiences and achieve client business objectives
- Ensure appropriate messaging and manage editorial calendar planning process
- Generate new ideas to engage and grow vibrant, healthy communities on social channels
- Support executive thought leadership programs, developing original content and identifying proactive engagement opportunities
- Research social communities and trends; stay abreast of industry news and implications for social media
- Interface with clients regularly and be adept at anticipating client needs
- Conduct research and compile POVs on social issues, trends and topics, as needed
- Participate in and contribute ideas to planning meetings and brainstorming
- Creation of social media strategies

LEAD STRATEGIST | SOCIAL MEDIA

Sara N. Contract  Nov 2010 - Present  Greater Detroit Area



- Laid the ground work for multiple successful campaigns 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, Khoros.



Education



Bachelor of Science

Eastern Michigan University

Organizational Communications, Public Relations, and Advertising



Certifications



Hubspot Academy Certification



Constant Contact Social Media Marketing and Email Marketing Experts Program



Awards & Recognition

01

Black History Month Featured Talent by Browner and Browner AD Agency, as seen in Adweek.

02

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.



01

**Ford Motor
Company Fund**

02

**The Wright
Museum**

03

**Center of Hope
Family Services**

04

**Oakland County
Government**

05

**Hispanic IT
Executive Council**

Social Media Projects

06

**HITEC
Foundation**

07

**In A Perfect World
Foundation**

08

**Oakland County
Executive's 40
under 40**

09

**Detroit
Entrepreneur Week**

10

**The TGQ
Law Firm**





Portfolio Content



Content Development



Content Ideation and Development





Portfolio Content



Social Media Campaign



Social Media Campaign

- **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.



- **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.





Portfolio Content



Facebook Premiere Video



Women's History Month Facebook Premiere Video



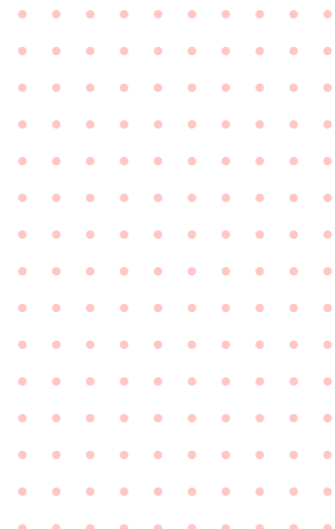
Concept

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.





Event Social Media Strategy



Event Social Media Strategy



- **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.





Portfolio Content



Video Creative Direction



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.





Portfolio Content



Social Campaign Launch



Social Campaign Brand Launch



Ford Motor Company





Facebook Promotion Ads

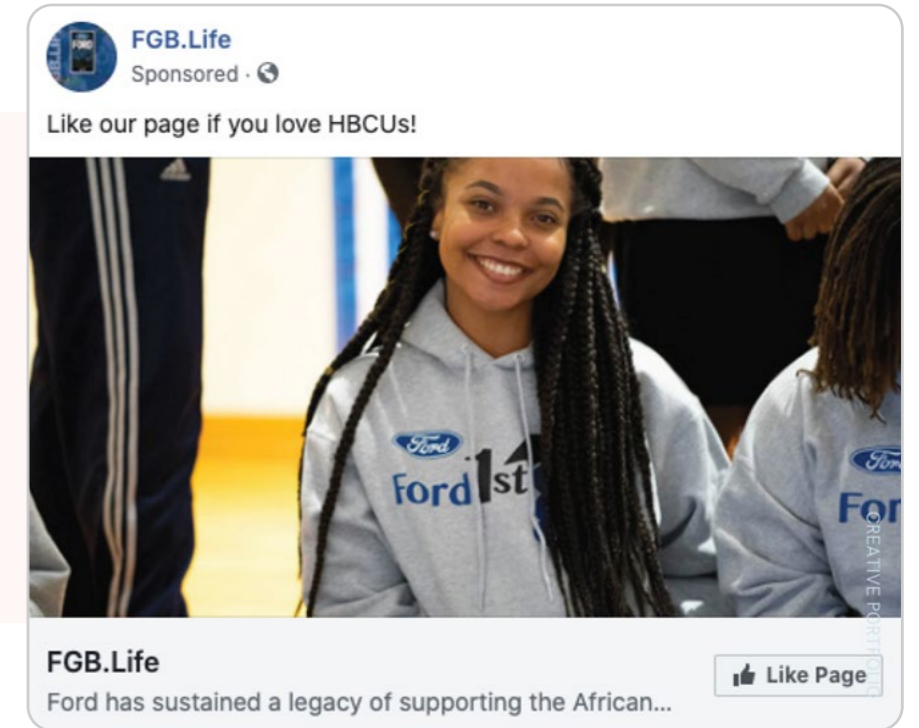


Facebook Page Promotion Ad

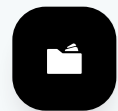


Results

127% increase in page likes



Facebook Promotion Ads



Facebook Ad Campaign



Results


increased website traffic by **199%**





Portfolio Content



 Copywriting



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!





Portfolio Content



Video Creation



Video Concept & Direction

HITEC Foundation
"Change Our Story"

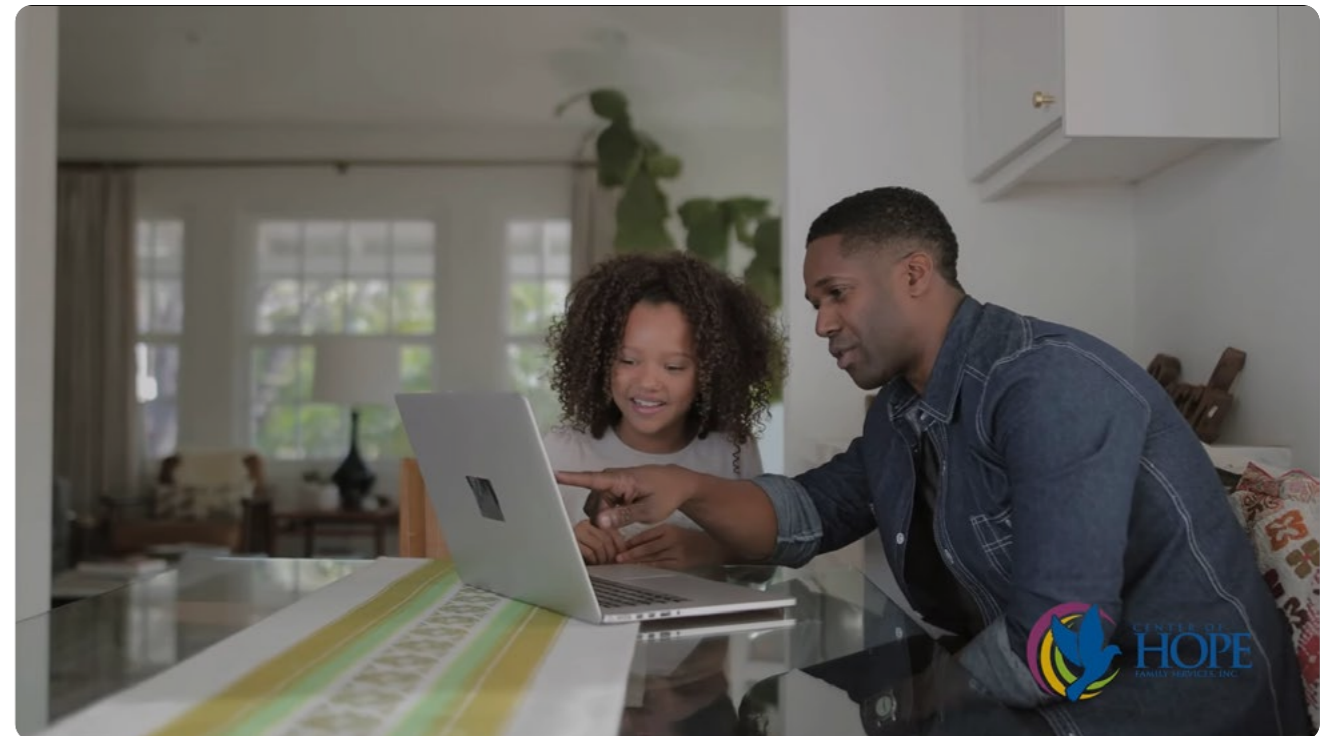


Video Creation



Creative Direction and Script

Center of Hope Family
Services



Thank You!

Contact.



Let's Talk!

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Michigan, USA