



# SARAH BERGER

## EDUCATION

UNIVERSITY OF NEBRASKA-LINCOLN  
BACHELORS OF ARTS IN JOURNALISM  
GRADUATED IN MAY 2018  
CUMULATIVE GPA: 3.75

## ADDITIONAL SKILLS

META BUSINESS SUITE  
WHATAGRAPH SOCIAL ANALYTICS  
GOOGLE AD WORDS and GOOGLE SEARCH CONSOLE  
ADOBE CREATIVE SUITE  
VIDEO EDITING FOR TIKTOK AND IG REELS  
GOOGLE ANALYTICS  
CONSTANT CONTACT AND MAILCHIMP  
AP STYLE

## HONORS AND AWARDS

- Philly Awards for Nonprofit Marketing
  - Gold | Short Video | Nov. 2022
  - Silver | Identity Campaign | Nov. 2022
  - Gold | Medium Video | Nov. 2021
  - Gold | Social Media Campaign | Nov. 2020
  - Gold | Social Media Brand Management | Nov. 2020
  - Gold | Brand Identity Campaign | Nov. 2019
  - Silver | Social Media Campaign | Nov. 2019
- AMPSKC Award, Facebook Campaign, Social Media Club of Kansas City, February 2020
- AMPSKC Award, Email Campaign, Social Media Club of Kansas City, February 2020

## CONTACT DETAILS

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## PROFESSIONAL CAREER

### DIGITAL MEDIA MANAGER

Carol Fox and Associates |  
June 2022 - Present

- Leads the strategic planning and implementation of marketing partnerships and social media campaigns for a variety of arts and entertainment clients across the United States and Canada
- Engages with a variety of influencers and brand partners to extend social media reach and raise public awareness
- Works directly with client stakeholders and agency team members to promote ticket sales and meet client goals
- Lead and executed social media rebrand campaign resulting in over 750,000 organic impressions in first three months of the campaign
- Manage partnerships and promotions intern

### MARKETING AND BRAND MANAGER

Girls on the Run Serving Greater Kansas City |  
July 2018 - May 2022

- Lead marketing and brand strategy for all areas of the organization
- Grew both Facebook and Instagram audiences by 1,000+ followers in less than two years
- Designed and posted social media content for an audience of 7,500+ followers daily
- Managed strategic email marketing campaigns for a list of 20,000+ subscribers
- Monitored social insights daily to optimize post performance and overall social media strategy
- Planned and executed organization's content calendar, prioritizing all of the organization's strategic initiatives and goals
- Maintained website with an average of 4,000 monthly visitors
- Researched and monitored emerging social trends and platforms
- Lead a marketing focus group to engage volunteers and raise brand awareness
- Launched the organization's first marketing internship program in January 2020
- Managed all marketing interns, outside vendors, and marketing budget
- Edited and wrote posts to maximize SEO and SMO performance
- Engaged with a wide range of volunteers, girls, and donors to convey impact stories for fundraising purposes
- Collaborated regularly with all staff members to meet strategic goals for organizational growth

### SOCIAL MEDIA CAMPAIGN DESIGNER (CONTRACT)

Girls on the Run International |  
November 2020 - December 2020, July 2021 - August 2021,  
January 2022 - February 2022

- Developed and designed three multi-platform marketing campaign for a nationwide audience
- Designed marketing materials including Facebook posts, Instagram posts, GIFs, email newsletter headers and copy targeted to elementary and middle school girls, parents and volunteers
- Crafted strategic messaging around the importance mental health and wellbeing in response to COVID-19
- Final social graphics have been used on 200+ social media accounts for affiliate Girls on the Run chapters across the United States