

Contact

sarahsh96@gmail.com

www.linkedin.com/in/sarahsherman9 (LinkedIn)

Top Skills

Social Media

Social Media Communications

Creativity Skills

Certifications

TikTok Academy Measurement Badge

Hootsuite Platform Certification

Sarah Sherman

Social Media Manager @ Food Truck Promotions
New York City Metropolitan Area

Summary

I am a highly creative and solution driven analyst, digital storyteller, designer, and content creator, with a solid foundation in marketing, technology, and events. I possess an aesthetically astute eye for detail and design, excellent brand and product sense, and a passion and understanding around the intelligence and influence of integrated marketing, brand management and strategic partnership initiatives. My contributions include social media and partnership marketing, ecommerce, content creation, creative strategy and analysis, public relations, strategic communications, brand management, digital marketing campaigns, and events.

Experience

Food Truck Promotions | Experiential Marketing Agency

Social Media Manager

October 2022 - Present (1 year 1 month)

New York, New York, United States

Artful Entertainer

Digital Marketing and ECommerce Manager

March 2021 - October 2022 (1 year 8 months)

New York, New York, United States

- Ideate and create vintage home décor ecommerce business and website for niche events and lifestyle market; manage planning and execution of monthly promotional, email, affiliate and SMS calendar
- Produce relevant site assets, copy, emails, SMS and site experiences, develop creative briefs and signs off on final product
- Monitor daily sales, traffic, inventory sell-through, and promotion performance, implement search engine optimizations
- Lead site merchandising strategy, ensure customer experience is consistent with industry best practices, optimize site performance data, improve brand designated KPIs
- Lead the overall paid full funnel media strategy and drive customer traffic, conversion, and ROI for all paid digital marketing channels, including paid

search, Shopify, paid social, affiliate, display and awareness media to drive online and offline traffic, conversion, and sales

- Cultivate multiple external relationships for digital channels; build partnerships, monitor performance, initiate improvements

- Manage paid media budgeting and forecasting process; report traffic, revenue, spend, ROI and other performance KPIs

- Advocate for the customer journey and manage CRM, site operations, and site merchandising

- Develop and execute new influencer partnerships, customer acquisition programs, loyalty programs, holiday campaigns and reactivation and retargeting tactics through paid media channels

VaynerMedia

Post Creative Strategist

September 2021 - June 2022 (10 months)

New York, New York, United States

- Monitored brand social channels and relevant online conversations, identified highest impact opportunities for engagement, detected brand compatible conversations and communities; delivered weekly briefings to Creative team leads

- Executed continuous active listening on brands, tracked and monitored every follower interaction, included comments, responses, DM's

- Analyzed brand and cultural trends for creative team, presented insight on a subject-matters and specific subcultures; created story boards, reporting decks

- Tracked, examined and determined hypothesis, provided daily digest of observations and recommendations

- Read every comment across all social posts, and responded to consumers across channels, maintained consistent brand voice across conversations, engaged followers, probed further insights, advanced brand goals

- Discovered new opportunities to insert brands in social conversation, identified social influencers and celebrity partners

Full Scale, Inc.

Design Project Coordinator

December 2019 - March 2021 (1 year 4 months)

New York, New York

- Collaborated and assisted with lead designer, prepared all calendars, meetings and event schedules

- Consulted with interior designers, architects, and client representatives around luxury lifestyle brands and products

- Created, organized, updated, and maintained buyer information database, included order history, and wish lists; created story boards
- Forged relationships, liaised with design influencers, managed product library
- Executed day-to-day social media strategy, content, and campaigns across platforms; scheduled social media posts for owned social accounts, posted natively as needed
- Provided strategic guidance on successful influencer marketing campaigns with brand partners

Discovery Inc

Sales Planner Direct Response

June 2018 - November 2019 (1 year 6 months)

Greater New York City Area

- Assisted negotiations, daily account maintenance of direct response clients for Discovery En Espanol and Discovery Familia
- Coordinated and executed media schedules, input orders, processed revisions, verified and disseminated contracts across various software platforms
- Organized contracts and corresponding files; reconciled billing discrepancies for all external agencies
- Acted as direct liaison with seventy-two client accounts and internal Commercial Operations, National Ad Sales, Pricing and Planning, and Finance teams
- Collaborated with Sales Planner and Account Executive to help maximize revenue, prepared and distributed sales media kits

Oath

Marketing/Global Agency Development Intern

June 2017 - August 2017 (3 months)

Greater New York City Area

- Conducted research for internal company events
- Used excel to keep track of RSVPs for various OATH launch parties around the world
- Developed a deep understanding of all things advertising; media, mobile, video, content, etc.

Shore Group Associates

Marketing Intern

June 2016 - August 2016 (3 months)

New York, New York

- Managed posts for company's app Twitter, Facebook, and Pinterest pages, while increasing their social media followers.
- Designed a new business card for the company by using the website MOO.
- Edited excel documents to make sure all the data and contact information was correct.
- Organized the company's sales force account resulting in a more efficient process.

The Social Life
Brand Ambassador
March 2016 - August 2016 (6 months)
University Park, PA

- Responsible for monthly posts on social media and spreading the brands message on campus.

Ponder Products, Inc.
Campus Representative
August 2015 - January 2016 (6 months)
State College, Pennsylvania Area

- Led promotion of new online social media platform. Responsible for driving usage and brand awareness for app launch through use of social media and on campus direct marketing.

The Odyssey Online
Writer
January 2015 - May 2015 (5 months)
University Park, Pa

- Responsible for writing creative feature pieces for online magazine with a national readership.

838 Media Group: Studio 838
Photography Intern
June 2013 - July 2013 (2 months)
West Hollywood, CA

- Worked with professional photographer, Ash Gupta, at his fine arts studio.
- Managed 838 Media Group's Tumblr, Twitter, Instagram and Facebook pages.
- Assisted photographers during shoots with lighting, as well as stylists to prepare models.

Education

Penn State University

Bachelor's Degree, Public Relations, Advertising; Minor, Global and International Studies · (2014 - 2018)

UNSW

Semester Abroad, Study Abroad · (2017 - 2017)

Millburn High School

High School · (2010 - 2014)