SARAH LABROT

COPYWRITER & WEB DEVELOPER

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SUMMARY

Digital advertising copywriter with full stack development experience seeking opportunities in product management.

EDUCATION

GEORGIA TECH PROFESSIONAL EDUCATION (Web Development, 4.0 GPA)
LAKE FOREST COLLEGE (Bachelor of Science in Sociology, Anthropology, and History)

EXPERIENCE

CREATIVE DIRECTOR   *2016-2021*
Green Acres Recycling, LLC   *Savannah, GA*
Creator and manager of social media content communicating direction and priorities to developers and business leaders. Responsible for understanding needs of stakeholders. Worked with cross functional teams to continuously assess project progress, identify learnings, and understand next steps. Managed invoicing with third-party partners.

SR. COPYWRITER & CREATIVE DEVELOPER   *2013-2016*
Glimsity   *Savannah, GA*
Blog contributor, video editor and website consultant for a video directory and social media platform. Communicated with business and technical teams at various levels of the organization and across business functions to drive user engagement and website traffic.

SR. COPYWRITER   *2009-2013*
Jacobson Rost Advertising   *Chicago, IL*
Creative lead and writer for MillerCoors, Azteca Tortillas, Old Wisconsin, United Way, Kalahari Resorts, and Port Washington Bank. Fostered collaboration with team members to drive digital advertising value and identify and resolve impediments.

DIGITAL COPYWRITING CONSULTANT   *2007-2009*
Content creator for Kellogg's, Walgreens, Jaguar USA, Miller Coors, DeVry University, and Susan G. Komen. Documented, reviewed, and ensured that all quality and change control standards were met.

SKILLS

HTML5, CSS3, Javascript, jQuery, REACT, C#, PYTHON, MySQL, Photoshop, Copywriting, Express.js, and MongoDB