

Sarah Michelle Buchanan

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Background

I have worked as a Social Strategist since the beginning of 2007 and as a Digital Strategist since 2010. In this process I have had the opportunity to step outside my position and take on responsibilities such as account management, production and managing creative solutions. I am looking for a position that compliments my core competencies and challenges me to grow.

Core Competencies

- Delivering insights and strategies to fulfill client objectives
- Excellent verbal and written communication skills
- Strength in developing and maintaining partner, vendor and client relationships
- Digital channel analytics and reporting
- Perseverance to educate myself in a rapidly evolving industry
- Experience in developing and managing professionals
- Microsoft Office, iWork, Adobe InDesign, SEER™, Social Radar, Visible Technologies, Radian 6, Omniture, Urchin, Webtrends and a plethora of free online measurement and monitoring tools.

Professional Experience

Producer, Instrument, Portland, OR, January 2012 – March 2012

- Managed project timelines
- Managed client/agency communication
- Led team through digital project and campaign concepting, design and development
- Client – Google Search

Director of Digital Strategy, roundhouse Portland, OR Dec 2010 - Dec 2011

- Developed campaign and brand messaging strategies for social and paid media
- Worked with design teams during creative development of digital assets
- Researched digital communities to identify influencers and develop/execute outreach strategies
- Created brand and campaign-specific best practice social marketing guides
- Educated and guided team on how new technologies and practices best benefit client brands

- Monitored online buzz to guide campaign maintenance strategies and assess effectiveness
- Clients: Xbox, adidas, Widmer Brother Brewing, Pinkberry, Brooks Running

Senior Social Marketing Strategist, VML, Kansas City, MO, Jan 2007 – Dec 2010

- Developed and fulfilled social marketing strategy from substantial research including: seeding content, activation, strengthening organic and paid search, social network management, blog recruitment and management, reputation management, identifying influencers and key online conversations.
- Developed cross channel analytics practice
- Derived insights from online research of client and competitors to guide strategy
- Defined and Measured ROI of social marketing efforts
- Presented in high pressure situations including new business pitches
- Managed and trained VML employees, clients and partners on social monitoring tools, practices and digital planning
- Clients include – Gatorade, Cadbury Schweppes, HomeGoods, MetLife, Diageo, YRC, Microsoft, AMC, Sam's Club, adidas, SAP, Barilla

Featured In:

Mashable: <http://on.mash.to/wxCgn7>

Produced Google's Super Bowl online campaign

CNN: <http://bit.ly/yyvjSX>

Google Search optimizes viewer's Super Bowl experience

eMarketer: (only available with purchase)

Discovering social ROI

Mashable: <http://on.mash.to/bfP2OG>

Feature the social marketing practice within Gatorade's Mission Control

AdAge: <http://bit.ly/odPjvL>

Video interview for Gatorade's nationally recognized Mission Control

Wall Street Journal: <http://on.wsj.com/bB9AqL>

Article exploring Gatorade's Mission Control

Education

University of Iowa Iowa City, IA Major: English Minors: Journalism, Italian

Università per Stranieri di Perugia Perugia, Italy Four Months of Intensive Italian

References upon request