

SARAH VAKILI

| CONTACT |

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215 E. 4th Street
Apartment 16
New York, NY 10009

| EDUCATION |

University of Georgia
Honors Program
May 2012

Grady College of
Journalism and Mass
Communications
Public Relations

Terry College
of Business
*Certificate in Personal
and Organizational
Leadership*

| SKILLS |

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
HTML5
CSS

| SOCIAL MEDIA & MARKETING |

Google Analytics
Facebook Analytics/Ads
Twitter Analytics/Ads
Sailthru
Falcon Social
Radian 6
Cision

UNCUBED: New York, NY

GROWTH & MARKETING LEAD

Oct. 2014 – Present

- Collaborate with team and outside partners to create, execute, measure and repeat processes that increase top-line & engagement numbers across email, social and web
- Manage email campaigns including overall strategy, design, messaging, email acquisition, and solutions to increase email conversion rates
- Explore business development opportunities including sponsorships, partnerships and promotions to increase awareness and visibility of Uncubed, Wakefield & Edge
- Oversee paid marketing efforts across social media and in-bound web traffic

LFB MEDIA GROUP: New York, NY

SENIOR ACCOUNT EXECUTIVE

Nov. 2013 – Oct. 2014

- Maintained daily client communications to update, report and discuss media relations, and proactively offer and implement new ways to meet client needs and goals
- Built an understanding of client business, competitive environment and landscape to develop and execute effective PR strategies and digital media programs
- Established and nurtured strong relationships with influential members of the media to consistently generate quality press placements
- Managed team workflow between senior and junior level staff to ensure active contribution to client goals and deadlines; provided guidance to junior staff and interns
- Assisted top-level management in research, development and presentation for new business opportunities and proposals
- Clients: Viceroy Hotel Group (8 properties), Gerber Group (21 properties), Grand Marnier

ALISON BROD PUBLIC RELATIONS: New York, NY

DIGITAL & SOCIAL MANAGER

May 2013 – Nov. 2013

- Ideated and executed social and digital programming surrounding product launches, consumer events and brand partnerships
- Built framework for social media benchmarks and KPIs; captured & analyzed data against framework for evaluation and future planning, content creation and strategy
- Pitched new business through collaboration and strategizing activations for current and potential clients
- Clients: GODIVA, FLOWER Beauty, H2O Plus, Michael Aram Inc. & Miami Cocktail Co.

JUNIOR ACCOUNT EXECUTIVE

Aug. 2012 – May 2013

- Planned, coordinated and executed celebrity, media and consumer events including red carpets, product launches and high-profile parties
- Composed media-facing and consumer-facing press materials, as well as call agendas and recaps, and weekly and monthly status reports for clients
- Clients: SKYY Vodka, Burger King, Mercedes-Benz, Renaissance Hotels and Inside Hook

PORTER NOVELLI: Washington, D.C.

May 2012 – Aug. 2012

INTERN

- Assisted with media pitching, social media planning and traditional public relations outreach for clients such as The Walt Disney Corporation, Welch's and Nature Made