

Sara Koohang

Social and Digital Media Specialist

58 Griggs St SW

Marietta, GA 30064

(478) 550-7829

saranicolek2019@gmail.com

SKILLS

- Excellent communication, customer service, interpersonal, and time management skills
- Proficient in WordPress, Microsoft Word, Microsoft PowerPoint, Microsoft Excel, Microsoft Publisher, Adobe Premiere Pro, iMovie, Adobe XD, Illustrator, Photoshop, Final Cut Pro, Emma Email Marketing, Constant Contact Email Marketing, Paperless Post Email Marketing

EXPERIENCE

Social Media Specialist - [The Miner Agency](#), Remote

August 2020 - PRESENT

- Managing, creating, and analyzing content for social media platforms: Facebook, Instagram, Twitter, LinkedIn
- Posting blogs on the website (WordPress) that are shared on social media platforms

Digital Media and Communications Coordinator- [The Epstein School](#), Atlanta, GA

August 2019- PRESENT

- Creating email campaigns and weekly newsletters using Mailchimp and Emma
- Creating and designing emails for admissions, fundraising, and school events
- Managing and creating content for social media platforms: Facebook, Instagram, Twitter
- Editing the website using WordPress
- Designing the website using Adobe InDesign
- Creating and editing videos using Adobe Premiere and Apple iMovie
- Editing pictures and designing graphics using Photoshop and Adobe InDesign
- Writing press releases that are published by the Atlanta Media

Public Relations and Marketing Specialist - [Museum of Aviation Foundation](#), Warner Robins, GA

May 2017 - July 2019

- Increased visitation by over 1,600 persons and revenue by over \$1,000 through coordinated community events
- Increased the Museum of Aviation's following on Instagram by 148%; Twitter by 8%; Facebook by 27%; YouTube by 36%
- Garnered over 200 news reports in local and global news outlets
- Initiated the creation of the Museum of Aviation's first-ever mascot

EDUCATION

M.S. in Information Technology - Social Media - *Middle Georgia State University*

August 2019- December 2020

B.A. in Communication - Public Relations - *Columbus State University, Columbus, GA*

August 2012 - May 2016 (Graduated Magna Cum Laude)

CERTIFICATIONS: Hootsuite Platform, Social Marketing, and Facebook for Journalists