

Sara Lomax

Communication Connoisseur

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Skills

- Talented copywriter with experience writing for digital marketing, print journalism and social media
 - Passionate grammar enthusiast with a working knowledge of various writing styles, including AP writing style
 - Goal-oriented research fanatic known to lose hours of my life in the pursuit of learning about anything and everything
 - Dynamic creative with an unwavering eagerness to find the perfect medium for every message
 - Meticulous SEO/SEM specialist
 - **Technical experience:** Photoshop expertise and experience with the rest of Adobe Creative Suites, WordPress and moderate HTML/CSS experience, Microsoft Office Suite, Google Adwords and Analytics, Keyword Research, SEO and SEM
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Experience

Fenetex / Marketing Coordinator and Office Management

AUGUST 2016 - PRESENT, JACKSONVILLE

At Fenetex, I'm often referred to as the Swiss Army Knife. My duties can vary day-to-day and minute-to-minute. From the minutia of office management (someone has to order those pens, right?) to doing a full content re-write for the website, I have my hands on a little bit of everything. My duties include:

- Managing PPC AdWords campaigns, optimizing CTR and continuously working with the sales team to convert leads within a variety of budgets
- Create and maintain an SEO strategy from research, presentation for approval and implementation, to weekly maintenance
- Write content for a keyword-targeted blog to expand our small website's searchability
- Manage all invoicing for our business, working with clients from Northern California to Miami, Okinawa to Antigua, and everywhere in between

DiscoverTec / Marketing Assistant

JANUARY 2016 - OCTOBER 2016, JACKSONVILLE

I began my time at DiscoverTec as a digital marketing intern during my final semester in college. I was asked to continue my role as a marketing assistant immediately following the completion of my internship. Duties included:

- Maintain all content distribution tasks for 10+ clients on multiple distribution channels
 - Carry out competitive SEO maintenance Learning and executing the principles of SEO with each minute algorithm update
 - Supporting each member of the marketing team from research to creation to execution for various marketing projects
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Education

University of North Florida / Bachelor's in Communication and Public Relations

AUGUST 2014 - MAY 2017, JACKSONVILLE

University of South Florida / Associate of Arts

AUGUST 2010 - MAY 2012, TAMPA