

# Sara St. Clair

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## Education

Ball State University | Muncie, Indiana 47306

Degree: Bachelor of Science

Major: Public Relations | Minors: Marketing and Political Science

## Professional Experience

*Parrish Medical Center | Titusville, Florida 32796*

*Communications Coordinator | July 2018-Present*

- Create and distribute press releases, weekly employee newsletter and all paid advertising efforts
- Managed, created and monitored social channels
- Analyzed and tracked all media metrics
- Answered patient questions regarding events, medical information and billing
- Updated and edited all organizational websites
- Proofread and evaluate copy for the communications department

*Minnetrista | Muncie, Indiana 47303*

*Social Media Marketing Coordinator | July 2016-June 2018*

- Create content on all social media channels including: Facebook, Twitter, Instagram, Pinterest, Snapchat, and Youtube
- Monitor feedback on all social outlets including TripAdvisor and respond accordingly
- Develop monthly analytics to monitor social media channels
- Manage website using SpinWeb and WordPress to make any adjustments or corrections
- Coordinate the blogging schedule, creating various weekly blogs, and formatting them onto the website
- Manage the digital marketing budget and create digital ads for the Herald Bulletin, The Star Press, and social media
- Creating and publishing email marketing for the entire organization; creating e-newsletters for each department
- Attend all major events to cover on social media, shoot b-roll footage, and for photography purposes
- Manage the photography budget and schedule all contracted photographers
- Research marketing technology to recommend solutions and remain current on trends

*Renfro Productions and Management, Inc. | Anderson, Indiana 46013*

*Marketing Intern | November 2015-July 2016*

- Assisted in planning and executing the Ford Indianapolis Boat, Sport, and Travel Show - a ten day event
- Interacted with fans through multiple Facebook, Twitter, and Instagram accounts as promotional tactics
- Updated the website for 40+ events by adding speaker biographies, pictures, and lists of show features
- Expanded media coverage to outlying cities and generated awareness about the show to new markets
- Spokesperson for print and radio trade agreements