



SARAH E. FAIRWEATHER

DIGITAL MARKETING EXPERT

PERSONAL PROFILE

Sarah is a professional and self-motivated digital marketing expert with many years of experience in customer service, communication, and strategic thinking. She is comfortable presenting to all levels of leadership and has the ability to convey complex solutions in a creative manner.

SUMMARY OF SKILLS

- Ability and mental fortitude to constantly focus on the main objectives despite setbacks
- Results-oriented personality, attention to detail, willingness to continually learn and improve, high energy levels
- A keen eye for effective digital marketing content

SOFTWARE SKILLS

- 7+ Years of Experience with the Adobe Creative Suite: Photoshop, Illustrator, Premiere Pro, Lightroom, and more.
- 5+ Years of Experience with Microsoft Office and Windows Operating Systems
- 3+ Years of Experience with Hubspot, MailChimp, and similar platforms
- 3+ Years of Experience with HTML and CSS
- 2+ Years of Experience with Hootsuite, TweetDeck, WordPress, and other systems

EDUCATION

MASTER OF SCIENCE, MAJOR IN DIGITAL MARKETING
FULL SAIL UNIVERSITY | 2020 - 2021

-GPA: 4.0

-GRADUATED WITH HONORS: SUMMA CUM LAUDE

BACHELOR OF SCIENCE, MAJOR IN DIGITAL MEDIA INNOVATION
TEXAS STATE UNIVERSITY | 2015 - 2019

- FOCUS IN INTERNATIONAL COMMUNICATIONS

- MINOR IN BUSINESS ADMINISTRATION

- SEMESTER ABROAD IN LONDON AND GENEVA

EXPERIENCE

CEO AND FOUNDER

FAIRWEATHER MARKETING SOLUTIONS | JAN 2021 - PRESENT

- Opened a digital marketing company to help businesses reach their digital marketing goals
- Create overall marketing campaigns from start to finish
- Generate content for various platforms such as Instagram, Facebook, Linked In, etc.
- Create and schedule email marketing campaigns via HubSpot and MailChimp
- Research and suggest digital marketing trends to implement within current campaigns

SOCIAL MEDIA SPECIALIST

A FAIRWEATHER PROJECT | MAY 2020 - JAN 2021

- Help small businesses, pro bono, to develop their online presence, adapt to the new COVID-19 regulations, and reach new consumers.
- Research customer target audience and establish audience needs/wants

REASON FOR LEAVING: STARTED COMPANY

MULTIMEDIA DESIGNER

DYNATA | JULY 2019 - MAY 2020

- Created an internal email marketing campaign, designed and scheduled all corporate emails
- Worked with C-suite executives on a weekly basis to create effective presentations for clients
- Increased Dynata's digital presence and interaction by 200%
- Managed the marketing team in the Philippines to increase social media engagement in the APAC region
- Managed CEO's social media accounts at his request

REASON FOR LEAVING: LAID OFF DUE TO COVID-19

GENERAL SKILLS

- Active Consumer Listening Skills
- Strategic Marketing Skills
- Time Management and Organizational
- Communication and Presentation Skills

OTHER INDUSTRY SKILLS

- SEO and Google Analytics
- Social media strategy
- Marketing
- Web content development
- Layout design
- Photo editing
- Market research
- Paid and organic social media ads
- Email design and campaigns

OTHER SKILLS AND HOBBIES

- Other skills and hobbies
- Camping
- Hiking
- Traveling to exotic destinations
- Mission work with a local church
- Training dogs
- Volunteering at a local animal shelter
- Learning different languages
- Outdoor recreation

EXPERIENCE CONTINUED

CASHIER AND TEAM LEAD

H-E-B GROCERY | NOV 2013 - JULY 2019

- Selected by store managers to represent H-E-B Cypress in the customer service competition. Out of all the stores in the Houston region, placed second
- Managed other cashiers and lead team-building activities
- Learned written and verbal communication skills through constant communication with supervisors and customers

REASON FOR LEAVING: ACCEPTED POSITION WITH DYNATA

STUDENT CONTENT TEAM

SXSW | JAN 2019 - MARCH 2019

- Team lead for a 20-student team that covered the 2019 SXSW Conference and Interactive, Film, and Music Festivals for the SXSW Brand & Marketing web and social media teams
- Captured photo and video content, coordinated content delivery, and transcribed key moments from conference keynotes/featured talks, film screening Q&As, and other event programming for usage on SXSW's social media accounts and website

REASON FOR LEAVING: POSITION ENDED FOR THE YEAR AND MOVED CITIES

SOCIAL MEDIA STRATEGIST AND ANALYST, VIDEOGRAPHER

BRYAN ANDERSON PHOTOGRAPHY | MARCH 2019 - JULY 2019

- Traveled with the photographer to Sweden to assist photoshoots and capture behind the scenes footage for social media
- Managed all social platforms while in Sweden and advised clients on best practices after returning to the states.

REASON FOR LEAVING: ACCEPTED POSITION WITH DYNATA

SOCIAL MEDIA CONTRIBUTOR AND TEAM LEAD

KTSW 89.9 | SEPT 2018 - DEC 2019

- Created social media content for Facebook, Twitter, and Instagram, along with monthly analytics reports, for the client as part of the Advanced Social Media Analytics course
- Used analytics data to help develop a social media strategy for the client during monthly meetings
- Helped lead team meetings alongside the KTSW manager

REASON FOR LEAVING: INTERNSHIP ENDED

