

# SARAH BETH NELIUS

SOCIAL MEDIA  
PUBLIC RELATIONS  
DIGITAL MARKETING

## INTERESTS



## CONTACT

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## PROFILE

Experienced in brand strategy and social media, I am seeking part-time work where I can utilize my creative flair, media background, and advertising skillset to better your marketing needs. My results-driven attitude and energetic spirit make me a valuable team player and well-rounded social media marketer.

## RECENT EXPERIENCE

### MARKETING COMMUNICATIONS SPECIALIST II

FUTURA SYSTEMS | AUGUST 2018 - CURRENT

- Launched new social accounts on Instagram and Facebook for the brand and increased LinkedIn engagement by 2% in a two-month period
- Rebranded entire website and marketing logos/graphics to establish 'Who We Are' and digital presence
- Initiated customer showcase program and YouTube video series to push products and company culture

### PR/ SOCIAL MEDIA MANAGER

CHEMISTRY AGENCY | MAY 2017 - AUGUST 2018

- Tracked and measured social/ PR coverage for projects and delivered Reaction Reports to clients, post-campaign
- Produced content/ community managed agency and client social media accounts
- Pitched campaigns and generated PR deliverables
- Presented industry happenings and social trends in weekly agency meetings
- Developed social influencer strategies and PR campaigns

### DIGITAL MARKETING (FREELANCE)

ROOTS UP CONSULTING | AUGUST 2015 - CURRENT

- Built personal clientele and provided a wide variety of digital services (blogging, tech support, imagery, social media content, CRM, data reporting) for Atlanta businesses
- Applied Google Analytics and Facebook metrics to measure and analyze campaign/ project performance

## EDUCATION

### BACHELOR OF SCIENCE, MAJOR IN PUBLIC RELATIONS MINOR IN BUSINESS

THE UNIVERSITY OF TENNESSEE, KNOXVILLE - 2015

## SKILLS

- Communication
- Task Organization
- Creativity
- Client Relations
- Detail Oriented
- Sprout Social/ Hootsuite
- FB Business Manager
- Google Suite
- Cision
- Basecamp/ MindBody/ Asana

## CERTIFICATIONS

### GOOGLE ANALYTICS

JULY 2016

### HOOTSUITE

APRIL 2015

