SARAH G. PHILLIPS

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PERSONAL STATEMENT

Working at a small non-profit digital marketing agency for the past year has given me the opportunity to take on a vast amount of responsibility and diverse roles. I utilized my problem-solving, creativity, and organizational skills to achieve our clients' goals and exceed their expectations. I am committed to producing innovative, high-quality results and look forward to applying these skills and expanding my knowledge in my future endeavors.

EXPERIENCE

CONTENT PRODUCER, Boston, MA
Media Cause, Inc. Feb 2012 - Present

- Coached clients on inbound marketing and digital marketing strategy and implementation
- Managed multiple Google Grants accounts (AdWords for non-profits) of over $40,000 per month in advertising spend
- Generated high level of returns for clients through creating E-books, newsletters, and visual social media content
- Built, published, and A/B tested landing pages
- Created, analyzed, and monitored customized reports for monthly performance tracking and campaigns

SOCIAL MEDIA ASSISTANT, Boston, MA
Common Sense New Media Strategies, Inc. Jan 2010 - Aug 2010

- Created, targeted, and oversaw web ads for clients
- Wrote and cross-posted blogs on political and public interest issues
- Managed national clients' social networks, such as Facebook and Twitter
- Tracked and reported metrics to analyze campaign effectiveness
- Researched and compiled information on various topics and processes

INSIDE-CLASSIFIED ADVERTISING CO-OP, Boston, MA
The Boston Globe Jan 2009 - June 2009

- Managed Excel spreadsheets that tracked week, month, and YTD sales information
- Produced weekly summary reports of sales and service levels and tracked performance status
- Collaborated with management to create, sponsor, set goals, and track sales contests
- Maintained several lotus databases and distributed advertisements to sales reps
- Handled customer complaints and inquires about The Boston Globe

EDUCATION

NORTHEASTERN UNIVERSITY Boston, MA
BA in Communication Studies, **Summa Cum Laude** Sep 2007 - May 2012
Minor: Business Administration
Honors: Dean's Scholarship & Dean's List all semesters

JOHN CABOT UNIVERSITY Rome, Italy
Study Abroad Program Sep 2011 - Dec 2011

PROFESSIONAL SKILLS

CERTIFICATIONS - HubSpot Inbound Marketing Certified
DESIGN - Adobe Photoshop, Illustrator, and InDesign
DIGITAL MARKETING - Google AdWords, Google Analytics, HubSpot, Sprout Social, Shortstack, and Unbounce
SOCIAL MEDIA - Facebook, Twitter, Pinterest, YouTube, and Instagram
WEB DESIGN - Basic knowledge of HTML