




SARAH AMELIA

SOCIAL MEDIA MARKETING

CONTACT

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EDUCATION

SECONDARY SCHOOL

Springfield High School, Springfield, IL

Graduated: 2019

BACHELOR OF TECHNOLOGY

University of Illinois, Urbana-Champaign, IL

Graduated: 2023

SKILLS

- Social Strategy
- Content Creation
- Brand Awareness
- Audience Engagement
- Analytics & SEO
- Campaign Tools
- Adobe Suite
- Social Tools

SUMMARY

I'm a recent Technology graduate passionate about Social Media Marketing, with experience in content creation, strategies, brand management, and analytics. I'm eager to apply my skills to help businesses grow online and contribute to a dynamic marketing team.

EXPERIENCE

SOCIAL MEDIA MARKETING INTERN

Tech Innovations Inc., Chicago, IL

Summer 2022

- Assisted in managing social media presence across platforms like Instagram, Facebook, and Twitter.
- Helped create and schedule posts, increasing engagement by 15% over a two-month internship.
- Conducted research on audience trends and provided insights to improve content strategy.
- Assisted in influencer outreach and collaboration efforts for campaigns.

SOCIAL MEDIA CONTENT CREATION VOLUNTEER

University of Illinois, Urbana-Champaign, IL

2021 – 2023

- Developed content for the university's social media accounts, increasing engagement by 20% through timely posts and student-focused content.
- Created graphics and posts for university events and student initiatives.
- Managed social media content calendar and collaborated with university staff to ensure consistent messaging.