

# SARA K KINKAID

## EDUCATION EXPERIENCE

### **Gatton College of Business and Economics,**

### **University of Kentucky**

Graduated Cum Laude in May 2020 with a Bachelor of Business Administration in Marketing.

Completed an interdisciplinary minor in International Business.

### **International School of Business, Florence**

### **University of the Arts**

Completed a four month term in Florence, Italy with a focus in International Business

## SKILLS

- Wix, Blogger, CMS
- Twitter, Instagram, Facebook, YouTube, Pinterest,
- Adobe Suites, Excel, Google Analytics, Google Sheets
- HubSpot, Hootsuite, Canva

## ACTIVITIES

### **Alpha Phi, Iota Nu Chapter**

VP of Marketing

- Scheduled social media posts on a daily basis, organized photoshoots with active members, and delegated marketing tasks to officers within the department

### **Alpha Kappa Psi, Omicron Psi Chapter**

Media Committee

- Established meaningful connections in the community

### **DIGITAL MARKETING COORDINATOR, Sibcy Cline**

*Cincinnati, OH, June 2020 – Present*

- Create, edit, publish, and schedule social media posts and stories on Facebook, Instagram, Twitter, and LinkedIn based off a developed content calendar
- Manage all digital ads on Facebook and Instagram
- Define campaign strategy, messaging, and funnels for scalable audience acquisition
- Research target audiences and report analytics to discover trends and make recommendations
- Maintain a website by posting blog entries, photos, and other content

### **SOCIAL MEDIA STRATEGIST, Burn Boot Camp**

*Anderson Township, OH, May 2020 – August 2020*

- Established a successful Facebook and Instagram, grew the Facebook following by over 50%, and increased gym sign-ups from 10 to 115 in 1 month
- Held responsibility for writing, editing, and publishing 5 social media posts per day on multiple platforms
- Executed paid social communications to align with strategized marketing campaigns

### **MARKETING CONTENT INTERN, Gensuite LLC**

*Mason, OH, May 2019 - August 2019*

- Assisted the marketing team with developing and implementing campaigns across all areas of marketing to drive sales
- Maintained strong social media and company presence by curating 12 social media posts per week
- Performed competitive research and analysis across 4 media platforms to determine and track KPIs
- Utilized analytics tools, such as Google Analytics, to strategize SEO-friendly content and draw conclusions from data

### **STYLIST, Free People**

*Cincinnati, OH, October 2018 – January 2020*

- Furthered the customer service experience through creating personal relations with customers by following up with individuals and connecting via social media
- Handled monetary transactions, communicated fashion trends, and contributed to store meetings/outfit sessions
- Acquired the capacity to work cross-functionally by rotating through multiple roles that a stylist must complete

513.702.1002 • SKKINKAID@GMAIL.COM • SKKINKAID.COM