

Sarah Rasmussen



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TECHNICAL SKILLS

Adobe Creative Suite (InDesign, Illustrator, Photoshop), LinkedIn Campaign Manager, Sprout Social Facebook Ad Manager, Crimson Hexagon, Google Analytics, Google Ads, Pardot, Unbounce

EXPERIENCE

OneTrust, Atlanta, Ga., October 2021-Present

Senior Brand Marketing Specialist

- Managed company-wide brand initiatives, including a brand positioning and identity refresh, updating our product architecture, creating and launching a category, and developing a multi-channel brand campaign

Patientco, Atlanta, Ga., April 2018-October 2021

Creative Marketing Manager

- Lead 2 brand redesigns, which included market research, creating a product architecture and naming framework, updating all collateral, and creating brand guidelines to transform the Patientco brand
- Project managed a full website redesign and built +10 new web pages to better generate leads and represent the company as an industry leader, resulting in 3X inbound leads via the website
- Design & execute all Patientco creative including ad campaigns for social, SEM, display, and email

Digital Marketing Specialist

- Shifted Patientco to a strategic social media approach and managed social platforms, resulting in a 206% increase in followers, 789% increase in impressions, and 1,172% increase in engagement
- Created Patientco's SEO and SEM strategies - recommending a higher converting strategy, including managing a full site SEO audit and continuous reporting and optimization efforts for better rankings
- Developed a Patientco email newsletter and nurture cadence to increase brand awareness

Dalton Agency, Atlanta, Ga., January 2017-April 2018

Social Media Coordinator

- Designed and executed social media campaigns and strategies to drive objectives for various clients including consumer, B2B, regulatory agency and non-profit clients, leading to a 336% increase in engagement for Big Brothers Big Sisters of Metro Atlanta and a 4052% increase in engagement for InComm's Vanilla Suite
- Managed social media advertising and analyzed ROI metrics to measure program effectiveness

The University of Georgia, Athens, Ga., August 2015-December 2016

Research Assistant and Teaching Assistant (Social Media Analytics, Listening & Engagement)

- Taught a social media analytics lab that focused on social media analytics, listening, and engagement
- Produced monthly social listening reports about China North Industries Corp. and the Iran nuclear deal analyzing sentiment, influential authors, conversation spikes, and a variety of other metrics

Dalton Agency, Atlanta, Ga., June 2016-August 2016

Social Media Intern – Content, Strategy and Reporting

- Created social media content and reported results for five clients in diverse industries including: cosmetics, wireless communications, non-profit, and government, driving engagement
- Researched and contacted influencers for an influencer marketing campaign to grow brand awareness

Georgia Center for Opportunity, Norcross, Ga., June 2014-April 2015

Freelance Graphic Designer

- Developed a cohesive visual style guide; designed flyers, infographics, invitations, web wireframes, etc.

Georgia Trust for Historic Preservation, Atlanta, Ga., May 2014-July 2014

Communication Intern

- Created/managed all social media content, wrote newsletter articles, and developed marketing plans

EDUCATION

Master of Arts in Journalism & Mass Communication with a concentration in Public Relations

- The University of Georgia, Athens, Ga.
- Graduated December 2016, GPA 4.0/4.0

Bachelor of Arts in Studio Art (Graphic Design emphasis), Bachelor of Arts in Cultural Anthropology

- Furman University, Greenville, S.C.
- Graduated May 2015, Magna Cum Laude Honors, GPA: 3.8/4.0