



Sara Olson she/her

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 [@saraolson](#)

PROFILE

Driven and successful digital marketing and communications professional with 5+ years of experience; specializing in social media management, content creation and strategy, and graphic design. As a creative, in this space and overall, I'm on a mission to continuously learn, experiment, and connect with others.

SKILLS & COMPETENCIES



WORK EXPERIENCE

COMMUNICATIONS COORDINATOR

603 Forward

April 2024- Present

- Managed a content calendar for 3 accounts across 5+ platforms.
- Curated a bi-monthly newsletter.
- Collaborated with partner organizations on multiple projects.
- Coordinated with my team to create compelling and engaging content.
- Increased Instagram followers by 37% and TikTok followers by 420%.
- Averaged 57K views a month across all platforms.
- Volunteer Coordinator- responsible for planning quarterly staff community service efforts.

MARKETING & MEDIA MANAGER

Elm City Compost

July 2020- Sep 2022

- Responsible for managing all social platforms; including organic creation and paid campaigns.
- Maintained the website.
- Produced all marketing materials.
- Project lead on many initiatives.
- Responsible for all public outreach, including tabling opportunities, presentation opportunities, and reaching out to potential clients.

ASSISTANT SOCIAL MEDIA MANAGER

Urban Exchange

July 2022- Dec 2022

- Responsible for content creation to grow & maintain the store's Instagram.
- Assist with email campaigns on occasion.

SOCIAL MEDIA CONTENT SPECIALIST

Pearl Marketing

Feb 2023- June 2023

- Responsible for the concept and creation of all social media graphics and copy for all five of Pearl Marketing's accounts.

EDUCATION

Bachelor's of Arts in Criminal Justice & Sociology

Keene State College

Aug 2016-May 2020

- Minor in Philosophy
- Graduated with a 3.6 GPA, achieved Dean's List 7 out of 8 semesters, and earned the Outstanding Service Award.