



# SARAH POST

## COMMUNICATIONS & MARKETING SPECIALIST



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Des Moines, IA

## Education

### B.S. Communication

University of Nebraska at Omaha

*Emphasis: Ad & PR*

*Minor: Marketing*

December 2020

## Skills

- Adobe CC
  - *Illustrator, InDesign, Photoshop, Premiere Pro*
- Canva
- Procreate
- Social Media
  - *Facebook, LinkedIn, Instagram, YouTube, X*
- Microsoft Office
- G-Suite
- WordPress & Wix
- MailChimp & Constant Contact
- HubSpot
- Igloo (intranet platform)
- AP Style

## Strengths

- Team Collaboration
- Client Relationship Management
- Excellent Written & Verbal Communication
- Problem Solving & Critical Thinking
- Adaptability & Flexibility
- Graphic Design & Visual Communication
- Strategic Planning & Execution
- Market Research & Analysis

## References

Upon request.

## Experience

### Marketing & Communications Strategist

**Feb 2022 - Present**

*Telligen*

- Spearhead strategic marketing campaigns targeting federal government agencies, including the Centers for Medicare and Medicaid Services, resulting in successful multi-million dollar contract awards.
- Design and produce visually engaging marketing collateral using Adobe Creative Suite and Canva, effectively communicating complex concepts to target audiences.
- Collaborate with subject matter experts to translate intricate technical information into accessible and understandable language for end-users.
- Orchestrate and manage multiple projects simultaneously, consistently meeting deadlines and maintaining brand consistency.
- Cultivate a robust social media presence, including managing a LinkedIn account with over 5,000 followers, to enhance brand visibility and engagement.
- Manage and distribute monthly newsletters for two distinct services, reaching a combined audience of over 3,500 subscribers.
- Author clear and concise content for company blog, intranet, and website, adhering to AP Style guidelines.
- Integrate Section 508 accessibility requirements into digital content creation for HRSA grant deliverables.

### Associate Director of Marketing

**Jan 2021 - Nov 2021**

*Diversified Management Services*

- Managed multiple projects concurrently for four full-service clients using Trello & other project management tools.
- Coordinate client marketing efforts and graphics, including conference banner designs, promotional materials and other various print collateral.
- Maintain consistent proofing and documentation of approvals while meeting tight deadlines.
- Spearhead and grow client's social media accounts to more than 900 followers.
- Track billable hours through Harvest to ensure efficient productivity.

### Communications & Outreach Assistant

**Aug 2019 - Jan 2021**

*Omaha-Council Bluffs Metropolitan Area Planning Agency*

- Managed internal and external relations for seven Heartland 2050 and MAPA committees.
- Redesigned 50+ graphics for MAPA's biggest report, the 2050 Long Range Transportation Plan.
- Promoted and executed Heartland 2050 speaker series events.
- Created engaging email campaigns to 1,800 subscribers with MailChimp.

### Student Director

**May 2020 - Dec 2020**

*MaverickPR Student-Run Firm*

- Led 15 students working with 9 clients.
- Maintained on-going contact with account executives, faculty adviser and clients.
- Met with clients to ensure deliverables were finished on deadline.
- Raised \$3,000 for nonprofit client through targeted social media campaign.