



SARAH MINERELLA

PROFILE

A passionate and organized digital marketing professional with experience in social media management, social advertising, analytics, brand development, office administration and event coordination.

CONTACT

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SKILLS

Social Media
Hootsuite
MailChimp
Brand Development
Original Content Creation
CMS Experience (Wordpress)
Social Advertising
Google Analytics
Event Coordination
Microsoft Office Suite
Research & Data Entry
Adobe Photoshop
Product Photography
Copywriting

WORK EXPERIENCE

MARKETING CONSULTANT @ FREELANCE PROFESSIONAL Los Angeles, CA | July 2015 - Present

Consult digital marketing efforts and advise brand development.
Create social media plans and marketing strategies.
Social media analytics. (Google, Hootsuite, Facebook Insights, etc.)
Original content creation. (Ex. Writing press releases, blog/socials posts and website content.)
Product photography and advertisement design.
SEO for Wordpress and Etsy.

MARKETING & EVENTS @ ROTHMAN FOOD GROUP Manhattan Beach, CA | June 2014 - July 2015

Managed social media and e-mail marketing efforts for Manhattan Beach Creamery, Cupcakes Couture, FishBar and The Cream'wich. Measured social media success and managed brand development. Created promotional contests and weekly e-mail marketing templates/campaigns.
Catering management for Cream'wich - Planned, organized and assisted with all events.

PROGRAM DIRECTOR @ HEALING RAIN MINISTRIES Seabrook, NH | May 2013 - June 2014

Prepared two weekly lesson plans and annual one week long summer camp session.
Created curriculum, led set/room design, acquired volunteers, trained and scheduled volunteers, planned all snacks/meals and supervised VBS sessions in their entirety.
Kept record of program finances (Receipts, donations and money spent).
Assisted with church's website maintenance and event planning.

SALES & MARKETING COORDINATOR @ WATER COUNTRY Portsmouth, NH | May 2013 - October 2014

Seasonal Position: Supervised park group sales operations and gave executive assistance to the park's Marketing Manager. Created weekly work schedules for Sales Assistants, as well as scheduled reservations and checked in groups.
Organized events such as birthday parties and helped supervise promotional events.
Wrote press releases and social media content.
Replied to guest inquiries via email, phone and mail.
Developed contacts and relationships beneficial to the park.

MEDIA TEAM INTERN Lakeland, FL | September 2012 - May 2013

Administrative assistance and social media planning.
Assisted with productions, concerts and other large events. (Recruit volunteers, set design, acting, camera operating and directing.)
Photo and video editing using Final Cut Pro and Adobe Photoshop.

EDUCATION

COMMUNICATIONS @ SOUTHEASTERN UNIVERSITY
August 2009 - May 2013
Lakeland, FL