

SARAH DUDINETZ

MARKETING SPECIALIST

PERSONAL PROFILE

A storyteller at heart, I'm passionate about using my skills in social media management, writing and marketing to make the world a better and more inclusive place.

EDUCATION

Grand Valley State University

- Bachelors of Science in Advertising and Public Relations
- Minors in Writing, Digital Studies

SKILLS AND ABILITIES

- Running social media for a diverse array of businesses
- Strong written, verbal, and face-to-face communication
- Ability to match the tone and voice of an organization
- Press releases, pitching
- Public speaking
- Detail-oriented and highly organized
- Well-versed in social media CMSs Sprout, Loomly and Later
- Well-versed in email systems Mailchimp, Klaviyo and Emma

CONTACT INFORMATION

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EMPLOYMENT HISTORY

Social Media & Communications Specialist

A.K. Rikk's, October 2020 - Present

- Managing social media calendar, scheduling posts in Later
- Creating in-the-moment Instagram stories in all areas of store happenings (buying, arrivals, events, etc.)
- Analyzing social media data, creating recommendations and reporting to marketing manager
- Event logistics support and assistance
- Crafting copy for email, print, website and other marketing outreach efforts
- Customer service through direct messages and comments
- Social media coverage before, during and after all events

Social Media & Web Assistant

GVSU Alumni Association, August 2019 - April 2020

- Developed and implemented social media strategy
- Maintained GVSU alumni website through CMS
- Actively built relationships with following via Facebook, Instagram, Twitter, and LinkedIn accounts
- Created and scheduled social media content using Loomly, Sprout
- Reported analytics monthly and monitored benchmarks
- Created and sent monthly email newsletters to 56,000+ recipients

VOLUNTEER WORK

Director of Communications

Champions for HD, August 2019 - Present

- Creating consistent branding for a local non-profit
- Renovating website using WIX - championsforhd.org
- Gaining media coverage, representing the organization as a spokesperson through TV and print interviews
- Creating social media strategy, assisting with creation of posts and event coverage
- Planning, promoting, and implementing benefit fundraisers

Podcast Host

Amplify the Arts, January 2021 - Present

- Brainstorming, planning and orchestrating the creation of monthly podcasts aimed at amplifying the voices of artists and advocating for arts education
- Promoting the podcast through its own Instagram accounts, gaining followers and helping fundraise for various service projects