

SARA BREDICE

digital marketing professional

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experience

brand management intern

Vendo Digital Growth Agency
Jun 2020 - Dec 2020

president

Alpha Chi Omega
Nov 2019 - Sep 2020

communications director

UCSB Office of the President
Jun 2019 - Jun 2020

event marketing intern

RedEye Presents
Sep 2018 - Dec 2018

digital marketing associate

Global Source, LLC
Sep 2017 - Jun 2021

achievements

Served as sole Influencer Marketing Specialist: recruited, negotiated with, and measured KPIs of influencers to meet campaign objectives

Supported VP Marketing in quarterly client meetings

Optimized social media content and blog posts; copyedited product listings

Managed sales promotions through Shopify and Amazon

Organized projects across an executive team of 14 members and developed measurable quarterly goals

Oversaw internal and external communications to national headquarters, campus admins, and the local community

Headed chapter operations for 160+ members

Led team in designing and implementing a comprehensive PR strategy

Created content roadmaps to market projects across social media and to university e-mail list of 20,000+ recipients

Produced press releases, promotional materials, reports, and responded to media inquiries

Implemented market and industry trends into actionable insights for communication strategies

Developed promotional content through Facebook Ads Manager

Supported Artist Relations team in the preparation and execution of events

Developed company website and updated digital product guide

Designed sales presentations and promotional literature for use with clients

education

university of california, santa barbara

BA Communication (3.9 GPA)
Sep 2017 - Jun 2021

Professional Writing Minor, Certification in
Technology Management

Graduated Magna Cum Laude, Top 5% of Class

Honorable Mention at UCSB's 2019 New Venture
Competition

skills

Brand Strategy

Content Creation (Graphic Design,
Writing, Audio & Video)

Copywriting/Editing

Web Design & HTML/CSS

Marketing (Content, SEM, Social
Media, Influencer, Event, E-mail)

Adobe Creative Suite

Social Media (Facebook Ads, Tik-
Tok, Instagram, Twitter, LinkedIn)

E-Commerce (Shopify, Amazon)

Google Analytics Certified

Hubspot Inbound Marketing
Certified