

SARAH G. WAGNER

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EDUCATION

University of North Carolina at Chapel Hill – Chapel Hill, NC August 2021 - May 2025

B.A., Media and Journalism (Advertising and Public Relations Concentration); Entrepreneurship Minor

- Cumulative GPA: 3.56; Major GPA: 3.86; Dean's List 2022-2025

Institute for the International Education of Students – Barcelona, Spain May - July 2023

- Interacted in immersive language learning and cultural exploration during classes abroad.
- Gained international perspective on market trends, consumer behavior, and branding strategies.

London School of Economics and Political Science – London, England June - July 2022

- Explored effective marketing and advertising strategies using diligent analyzing techniques.
- Discovered the significance of marketing through collaboration on case studies, coursework, and discussions.

Sail Caribbean – British Virgin Islands and Leeward Islands June 2022

- Engaged with a diverse team of students with various skill levels and backgrounds to safely navigate the Caribbean Sea.
- Obtained keelboat and coastal cruising certification by mastering written examination and demonstrating sailing skills.

EXPERIENCE

ValSource Inc. – Raleigh, NC January 2024 - Present

Marketing Assistant

- Supported marketing initiatives for Valsource and partner companies PIMSHQ and EPREX, managing campaigns, brand rebranding efforts, and fulfilling requests for 400+ employees through Microsoft 365 and Teams.
- Executed daily marketing tasks, including ads, analytics, email and social media in HubSpot, WordPress, and Canva.
- Coordinated weekly meetings with the Senior Marketing Director to align on strategies, project requests, conference preparations, and promotional item needs.

Heelprint – Chapel Hill, NC January - March 2024

Account Associate

- Assisted with account management, overseeing strategic media outreach and the development of a targeted media list.
- Collaborated with the team to enhance clients' social media presence and increase regional awareness of services.

The Shuford Program in Entrepreneurship – Chapel Hill, NC October 2023 - Present

Student Mentor

- Contributed with program coordinators in pre-event meetings to develop presentation and workshop format.
- Provide guidance and facilitated skill development for 40 high school mentees during and after program events.

Hussman School of Journalism and Media – Chapel Hill, NC August 2023 - Present

Student Ambassador

- Serve as a student representative and brand ambassador for Hussman by meeting with prospective students and faculty.
- Participate in special donor events and engage with professionals to gain valuable insight for peers.

YMCA Camp Seafarer – Arapahoe, NC July - August 2023

Senior in Charge Sailing Camp Counselor

- Instructed sailing techniques to inexperienced children ages 7 and up by creating a safe and engaging environment.
- Mentored a cabin of 12 campers while coordinating camp activities and encouraging skill development.

Oliver and Co. Social Media Marketing – Remote January - May 2023

Marketing and Social Media Intern

- Implemented social media strategies to blogs, caption copy, and graphic content using Canva.
- Managed strategies and content calendars for businesses, including Korchmar, SlumberPod, and other small enterprises.
- Presented end-of-month social media reports to the founder, highlighting engagement growth and campaign successes.

Sokal Media Group – Raleigh, NC May 2022

Marketing Intern

- Pitched innovative marketing ideas to company executives in weekly strategy meetings.
- Led the creation of a TikTok campaign that increased online engagement by 27%, collaborating with a 6-person marketing team to strengthen brand strategies.

SKILLS

- Digital Marketing Strategy & Brand Management
- Social Media Management (Instagram, LinkedIn)
- SEO/SEM Optimization; HubSpot CRM
- Content Creation (Canva, WordPress, Vimeo)
- Market Research & Consumer Analysis (IBIS, Simmons, Primary Research)