

SARAH M. LANSE

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SUMMARY

Creative and business savvy Marketing and Communications Specialist with 10 years' experience across a broad range of media and marketing functions. Develops and implements marketing initiatives for both digital and traditional marketing platforms. Demonstrated ability to increase sales via digital marketing and website design.

SKILLS AND QUALIFICATIONS

- Marketing/Digital Marketing
- Written and Oral Communications
- Social Media Management
- Blogging
- WordPress Website Design
- Search Engine Optimization
- Google AdWords
- Multimedia
- Media/Public Relations
- Copyediting
- Adobe Photoshop
- Website & Social Media Analytics

PROFESSIONAL EXPERIENCE

Goodwill Industries of Central NC, Inc. – Greensboro, NC
Marketing Specialist

2015-Present

Marketing Specialist with a focus on Retail and Mission related activities and marketing via digital media. Functions include handling all aspects of the organization's social media and creating marketing materials and advertisements for a variety of platforms. Key contributions include:

- *Management, design and execution of marketing and advertising campaigns; includes in-store signage, social medial posts, and varied print and digital advertisements*
- *Create, write and design content for interactive and social media platforms; increased social media followers by 144% over goal for fiscal year 2015-2016 and by 89% above fiscal year goal through the end of the Q3 for 2016-2017*
- *Update and maintain three agency websites, design custom landing pages for events; increased unique website traffic 64% over goal and total website traffic by 88% for fiscal year 2015-2016. Increased unique traffic by 38% and total website traffic by 47% above fiscal year goal through the end of the Q3 for 2016-2017*
- *Design, develop and maintain agency collateral material. Recently completed redesign of marketing templates for Career Development Services and Jobs on the Outside.*
- *Co-organize annual fundraising campaign, "Rock the Runway" event; coordinated designers, handled all print, digital and social media marketing, and worked with outside production company and vendors throughout event planning*
- *Key team member in marketing Mission department's semiannual "Career Expo" at the Greensboro Coliseum; assist event managers with all areas of print, digital and social media content promoting the event*
- *Execute SEO and Google AdWords Grant*
- *Design, publish and disseminate internal employee newsletter, "Goodwill Insider"*
- *Oversees retail volunteer program*
- *Member of Triad Goodwill's Marketing Task Force and Team B.A.M.M. (Social Committee) and member of Goodwill Industries International's Marketing and PR Affinity Group*

Century Products, LLC – Greensboro, NC
Digital Marketing Specialist

2012-2015

Hired to create and manage the company's digital presence as a part of the organization's marketing department. Set up various social media accounts and established the company blog. Redesigned company website to improve and modernize look and functionality:

- *Created social media presence; created, wrote, scheduled and managed all social media posts, including artwork*
- *Wrote and maintained company blog; used social media to make blog a resource for cleaning and safety tips/techniques*
- *Used digital marketing techniques to increase web sales; online sales increased more than 80% from 2013-2015*
- *Created marketing materials; created and designed materials for sales team and for social media*

WFMY News 2 – Greensboro, NC
Multimedia Newscast Producer

2006-2012

Hired as producer for the “Good Morning Show” and worked my way up to daily 6:00 pm newscast. Managed various reporters, anchors, directors and photographers as they related to the newscast. Key contributions included:

- *Wrote, produced and copyedited scripts for air*
- *Wrote promotions to market newscast content that aired during afternoon programming in order to increase newscast viewership*
- *Produced special projects; coordinated, conceptualized, wrote, researched and produced “Turning Point: A New Beginning,” about the opening of the International Civil Rights Center and Museum as well as a holiday special*
- *Acted as main go-to producer for handling live events including the opening of the Civil Rights Center and Museum and severe weather situations*

KIDK TV 3 – Idaho Falls, ID
Newscast Producer

2004-2006

Produced 6:00 pm and 10:00 am daily newscasts. Handled the assignment desk and managed reporters, anchors, director and photographers. Coordinated live shots and all newscast content:

- *Conceptualized, researched and wrote stories for daily newscasts; searched for local, national and international news of interest to views in Eastern Idaho*
- *Edited video; worked on Avid editing system to edit videos for on-air use*

EDUCATION

Master of Arts (MA) in Jewish Studies
GRATZ COLLEGE – Melrose Park, PA

Bachelor of Arts (BA) in Journalism
Bachelor of Arts (BA) in Jewish Studies
(Dual degree program)
UNIVERSITY OF MARYLAND, COLLEGE PARK – College Park, MD

Leadership Greensboro (Class of 2016-2017)
Greensboro, NC Chamber of Commerce

TECHNICAL SKILLS

Adobe Photoshop, Illustrator and InDesign, Social Media Platforms (Facebook, Twitter, G+, LinkedIn, Instagram, Pinterest, YouTube), WordPress, basic HTML, PC and Mac Operating Systems, Video and basic video editing, and strong proficiency in MS Office Suite