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# SARAH M. LANSE

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## DIGITAL MARKETING/SOCIAL MEDIA SPECIALIST

Creative and business savvy social media manager and digital marketing specialist with 10 years' experience across a broad range of media and marketing functions. Proven ability to combine vision, creativity and attention to detail with well-developed storytelling, project management and communication skills. Areas of expertise include:

- |                                    |  |   |
|------------------------------------|--|---|
| <input type="checkbox"/> Facebook  | <input type="checkbox"/> Buffer                          | <input type="checkbox"/> Photo and Video shooting and editing |
| <input type="checkbox"/> Twitter   | <input type="checkbox"/> Social media marketing          | <input type="checkbox"/> Social media training                |
| <input type="checkbox"/> LinkedIn  | <input type="checkbox"/> Written and oral communications | <input type="checkbox"/> Analytics                            |
| <input type="checkbox"/> YouTube   | <input type="checkbox"/> Storytelling                    | <input type="checkbox"/> Copyediting                          |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Blogging                        |   |
| <input type="checkbox"/> Vine      | <input type="checkbox"/> WordPress                       |   |
| <input type="checkbox"/> Pinterest |  |   |
| <input type="checkbox"/> HootSuite |  |   |

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## PROFESSIONAL EXPERIENCE

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CENTURY PRODUCTS LLC – Greensboro, NC  
**Digital Marketing Specialist**

2012-Present

Hired as a “Social Media and Website Coordinator” to create and manage the company’s digital presence as part of the marketing department. Set up various social media accounts and established the company blog. Re-designed company website with improved look and functionality.

### Key Contributions:

- **Created social media presence.** Create and write all social media posts and design all images used on social media.
- **Write and maintain company blog.** Blog has become a resource for cleaning and safety tips and techniques.
- **Used digital marketing techniques to increase web sales.** Sales on company website are up more than 80% year-to-date over 2013.
- **Gained local and national media attention.** Proprietary product earned recognition in a nationwide industry magazine. Gained local recognition through social media competition and local Chamber of Commerce.

SARAH LANSE DESIGNS – Greensboro, NC  
**Owner**

2014-Present

Created a side business to design websites for small businesses and assist with their social media presence. Functions include writing proposals, working with the client to create a customized website design and assist with content creation.

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WFMY NEWS 2 – Greensboro, NC  
**Multimedia Newscast Producer**

2006-2012

Hired as a producer for the Good Morning Show and worked my way up to produce the flagship daily 6:00 pm newscast. Managed reporters, anchors, directors and photographers as they related to the newscast.

**Key Contributions:**

- **Wrote, produced and copyedited scripts for air.** Learned to write in the anchors' voices. Skilled at editing scripts for content.
- **Wrote promotions to market newscast content.** Produced several daily "teases" 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," on the opening of the International Civil Rights Center and Museum. 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

Hired as a producer for the 6:00 pm and 10:00 pm daily newscasts. Managed reporters, anchors, directors and photographers and handled the assignment desk. Coordinated live shots and all newscast content.

**Key Contributions:**

- **Conceptualized, researched and wrote stories for daily newscasts.** Searched for local, national and international news of interest to viewers in Eastern Idaho.
- **Edited video.** Worked on Avid editing system to edit videos for on-air use.

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## EDUCATION AND TECHNICAL SKILLS

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**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

**Technical Skills:**

Adobe Photoshop, Illustrator and InDesign, Social Media Platforms (Facebook, Twitter, G+, LinkedIn, Instagram, Pinterest, YouTube, Vine), WordPress, HTML, PC and Mac Operating Systems, Video, Microsoft Office (Word, PowerPoint, Outlook, Excel)