

# SARAH CARTER

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## EXPERIENCE

### PRESENT

#### **MARKETING COORDINATOR, VIZERGY DIGITAL MARKETING**

Develop new websites using content mapping for special projects. Marketing products by developing and implementing marketing and advertising campaigns. Maintain promotional materials inventory, and maintain databases and prepared reports.

### OCT. 2017 – MAY 2018

#### **MARKETING STREET TEAM, JACKSONVILLE JAGUARS**

Execute grassroots marketing plan and represent the Jaguars brand in the community at local and regional Jacksonville Jaguars events. Generate information, new ideas and provide reports after each marketing event. Distribute marketing collateral materials and promotional items at various events as assigned.

### JAN. 2017 – MAY 2017

#### **EDITORIAL INTERN, JACKSONVILLE MAGAZINE**

Pitched story ideas. Wrote both shorts and feature-length pieces for Jacksonville, 904, Bride and Home magazines. Edited proofs of stories. Attended staff meetings. Met deadlines. Interviewed local news makers, restaurant owners, artists, etc.

## EDUCATION

### DEGREE EARNED FALL 2017

#### **BACHELOR OF SCIENCE, COMMUNICATION, UNIVERSITY OF NORTH FLORIDA**

Concentration in multimedia production and journalism.

## SKILLS

- Microsoft office
- Google analytics
- Customer service
- Adobe Platforms
- Social media-Hootsuite certified
- Editing, writing and videography

## **ACTIVITIES**

### **International Student Volunteers**

Volunteered with ISV and was sent abroad to Thailand. I worked at an elephant sanctuary along with other international students.

**Published In:** Florida Times-Union, Jacksonville Magazine, 904, Bride, Home, Spinnaker Media.

## **ADDITIONAL EMPLOYEMENT**

**SEPT. 2015- JULY 2017**

### **SHIFT MANAGER, ABC FINE WINE & SPIRITS**

Worked as a shift manager while in college full-time. My duties included: open/closed the store, taking inventory and special orders along with displaying products in accordance with operational guidelines. Greeted and assisted guests by answering questions, recommending items and locating products on-site or at a nearby ABC location.