

# Sarah Jennings

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## EDUCATION

### Radford University

*Bachelor of Fine Arts (BFA), Graphic Design*  
Dean's Honors List, Magna Cum Laude

**Radford, VA**

*Graduation Date: April 2021*

### Radford University

*Master of Business Administration (MBA), Graphic Design*  
Dean's Honors List, Magna Cum Laude

**Radford, VA**

*Graduation Date: August 2022*

## WORK EXPERIENCE

### FoxGuard Solutions

*Marketing Specialist*

**Christiansburg, VA**

*April 2022 - Present*

- Supervised campaign budgets of \$125,000
- Improved LinkedIn Impressions by 44.6% and engagement by 18.4% over six months
- Developed and executed effective digital marketing campaigns to achieve business objectives, drive leads, and created a new sales pipeline that converted 11% of opportunities into leads.
- Coordinated trade shows with budgets from \$5,000 to \$20,000
- Responsible for designing and managing compelling collaterals to drive traffic, engagement, corporate brand awareness, and customer retention, including whitepapers, sales sheets, and organic and targeted advertising via print, online, electronic media, direct mail, and social media platforms.
- Executed effective digital outreach programs to drive qualified traffic resulting in the tripling of new user acquisition from 10K users to 30K through the implementation of new marketing strategies focused on improving the company's web presence, social media, and search engine optimization
- Planned and executed advertising and promotion activities, including print, online, electronic media, and direct mail
- Developed and overlooked website look and feel and conducted content management refresh utilizing outside agencies. Increased website traffic by 185.39%. Produced comprehensive pitch decks used for internal research and external marketing for projects with revenues of upwards of \$3M.

### FoxGuard Solutions

*Graphic Design and Marketing Intern*

**Radford, VA**

*January 2017 – April 2022*

- Assisted in planning trade shows with budgets between \$5,000 and \$10,000
- Aided with trade show preparation, including purchasing materials and negotiating prices for branded giveaways, furniture, and banners
- Organized yearly event plan and kept track of event deadlines
- Arranged for company personnel to speak at and attend events
- Supported manager in reporting expenses to accounting
- Organized and maintained customer management system
- Used SalesIntel to find prospective clients' contact and presented them to the sales team.
- Designed and developed layouts for marketing materials, using appealing graphics and promoting the brand accurately
- Generated new social media campaigns as well as monitored social channels for trending news and ideas
- Created presentations and materials for business development
- Conducted and presented market research

### Center for Innovation and Analytics, College of Business and Economics, Radford University

*Graduate Assistant*

**Radford, VA**

*August 2021 - April 2022*

- Supported the preparation, organization, and facilitation of student workshops
- Proctored undergraduate classes
- Designed various informational handouts for the Dean's office
- Collected and kept organized records of student payments
- Delivered administrative support to assigned projects and programs as directed by the supervisor

## SKILLS & HONORS

**Skills:** Microsoft Office | Adobe Suite | CRM (Microsoft Dynamics) | SalesIntel | Google Suite | SEO & SEM Optimization

**Honors and Awards:** Logo Trend Report 2019-2020, Inbound Social Media Strategy Certified- Hubspot Academy, Cybersecurity LinkedIn Assessment 2021, Published works in The Telegraph and The Washington Post