

# Sara L Turnley

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## EDUCATION

### Auburn University

*Bachelor of Arts in Public Relations*

- **GPA:** 3.55 / 4.0 **Honors:** Dean's List

**Auburn, Alabama**

May 2017

## EXPERIENCE

### Cammies & Canines

*Communications Director - Sara Turnley Consulting Client*

- Write and manage email newsletters, volunteer newsletters, social media and blogs
- Manage event communications and communicate with various contact lists and all volunteers

**San Diego, California**

Sept. 2018 – Present

### Sara Turnley Consulting

*Social Media & Web Development*

- Assist and provide improvements to client's social media and marketing campaigns
- Instruct clients on website maintenance as well as develop websites for clients
- Create and disseminate content to client's target audiences through different platforms and media outreaches

**Colorado**

May 2017 – Present

### Panalitix

*Content Marketing Manager*

- Copywriter for global marketing materials including emails, blogs, website, print, white papers, case studies
- Created content marketing plans to better engage our target audience; maintained content editorial calendar
- Developed content for marketing, product, sales, business strategy and management departments

**San Diego, California**

Jan. 2018 – Sept. 2018

### Auburn Sports Properties

*Corporate Hospitality Hostess and Suite Hostess*

- Partnered with Fox Sports and Auburn University Athletic Department to host corporate sponsors
- Created a better SEC experience at football and basketball games for 100+ individuals and sponsors

**Auburn, Alabama**

Aug. 2016 – May 2017

### The Mint Julep Boutique

*Inventory and Shipping Associate*

- Worked with inventory and shipping teams to pull and package orders for customers
- Assisted teams to meet corporate goals and quotas in a fast-paced environment

**Auburn, Alabama**

Aug. 2016 – April 2017

### Moroch Partners

*Public Relations Intern*

- Researched industry trends, local insights and vendor partners to provide POV for account team
- Built strategic content calendars and scheduled posts on Facebook, Twitter and Instagram for client
- Developed communications materials utilized in execution of events and to secure local media coverage
- Assisted with day-to-day development of client projects and account management activities

**Norfolk, Virginia**

March 2016 – Sept. 2016

## INVOLVEMENT

### Project Sanctuary

*Retreat Volunteer and OPS Gala Social Media and Marketing Coordinator*

- Facilitate military families to reconnect and reintegrate after combat deployment
- Create and promote organizational information on social media platforms and Colorado media outlets

**Colorado**

2015 – Present

### Deep Run Marathon Dance (DRMD)

*Chairperson and Alumni Volunteer Coordinator*

- Planned, promoted and implemented numerous events leading up to 27-hour Marathon Dance
- Screened and chose charities, reviewing 70+ applications to determine 12 beneficiaries
- Engaged local community and alumni, resulting in more than \$500,000 raised for charities in two-year period

**Glen Allen, Virginia**

March 2009 – 2018

### Auburn University Dance Marathon (AUDM)

*Director of High School Relations and For the Kids Award Recipient*

- Presented to local middle and high schools to elicit involvement with AUDM and execution of mini marathons
- Achieved personal goal of \$1,900 and total goal of \$541,832 for our local Children's Miracle Network Hospital

**Auburn, Alabama**

Aug. 2014 – May 2017

## ADDITIONAL SKILLS

Social Media Development/Scheduling, Content Creation, Internal/External Communications, Copywriting, Strategic Research, Media Outreach, Plan Development, Press & News Releases, Editorial Management, Leadership, Project Management, Public Speaking, Photography, Social Media Marketing, Web Development, Spanish (limited proficiency), Microsoft Office Suite, Google Suite, iOS Applications, Adobe Products, Hootsuite, Social Studio, Salesforce, Pardot, Vocus, HTML5, CSS, Sass, SQL, Wordpress, Wix, FileZilla, Grammarly, TextWrangler, GoToWebinar, Zoom, Marketo, Slack, Asana, Basecamp, Social Media (Facebook, Twitter, Instagram, Snapchat, VSCO, LinkedIn, Pinterest, Google+, Vimeo, Youtube)