**Sarah Hardey** 469.789.9843 | [sshardey@gmail.com](mailto:sshardey@gmail.com)

[sarahhardey.com](http://sarahhardey.weebly.com/)

Professional Experience

**Digital Communication Strategist** Jan 2016 – Present

*UT Southwestern*

* Creating and managing monthly campaigns to increase brand awareness, promote healthy living and patient stories, share new medical procedures, recruit students and public events, and engage with followers
* Creating and curating content for digital media platforms including: Facebook, Twitter, Google+ YouTube, Vimeo, LinkedIn, Instagram, and Pinterest
* Working with different departments within UT Southwestern to promote research, patient care, new medical procedures, student recruitment, and internal and external events
* Contributing to Twitter chats/talks, webinars, and engaging with followers on all social media platforms
* Creating images, graphs, and infographics for social media posting and sharing
* Collecting and presenting engagement analytics from our digital marketing efforts

**Web Editor**Nov 2015 – Jan 2016

*UT Southwestern*

* Create compelling and editing web copy for multiple university and hospital websites, both .edu and .org domains
* Integrate digital content with design for digital magazines, labs, news articles, physician profiles, and weekly blogs
* Translate competitor research on digital communications and social media in to meaningful information to influence digital communication
* Create and manage social media content; presenting new ideas for monthly campaigns, conducting research for future social media posts and campaigns, and educating social media team on correct use of hashtags and links.

**Digital Marketing Consultant and Project Manager** Jan 2014 – Present

*Ervay Lamar (selected projects below)*

**National Textile Company**

* Successfully launched new digital marketing campaign for textile company
* Created custom content and campaign road map for 2015 marketing initiatives
* Ensured marketing and design efforts were completed on time and on budget by developing and implementing internal organization tool

**Dallas University**

* Developed brand voice for the school of business management
* Increased number of online applications by 20% within a 6month timeframe
* Created roadmap and content for social media campaign

**Digital Marketing Specialist & Project Manager**Jan 2014 – May 2014

*DXZ Media*

* Managed 4 key client accounts
* Created and consulted clients on marketing and communication strategies to reach marketing goals
* Create and curate relevant content to include creating text and images that aligned with company voice
* Worked directly with clients to create strategies and reach marketing goals
* Created competitive marketing research analysis
* Ensured brand recognition and digital marketing alignment for clients
* Organized client projects and managed individual tasks

**Digital Marketing Research & Project Coordinator** Mar 2013 – Dec 2013

*Minerva Consulting*

* Managed and created content calendars and scheduling for digital communications projects
* Worked with clients, gathering information, to build successful content for social media
* Conducted research and analysis for client digital marketing campaigns
* Created and curated content for social media posts (Facebook, Twitter, and Google+)

Education

**University of Texas at Dallas**, Dallas, TX

* B.A. in Emerging Media and Communication with Honors

**Brookhaven Community College**, Farmers Branch, TX

* A.A. in Fine Arts