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Professional Experience

**Digital Communication Strategist** Jan 2016 – Present

*UT Southwestern*

* Launch and manage two Instagram accounts. Within 5 months accounts gained over 1,000 organic followers.
* Work with design to create images for social media use ([View examples](http://www.pearltrees.com/sshardey/digital-designs-southwestern/id17106244))
* Ran one of UTSW’s most successful week-long campaigns, Nurses Wee. Using #UTSWNursesRock we reached 66,278 organic followers with over 150,000 organic comments and reactions. ([View content](https://storify.com/UTSWNews/utswnursesrock))
* Manage short-term digital marketing projects and campaigns to promote current research, patient stories, new medical procedures, student recruitment, and public events. Campaigns like Stroke Month - [#UTSWStroke](https://storify.com/UTSWNews/stroke-month), Skin Cancer Awareness - [#UTSWShades](https://storify.com/UTSWNews/utswshades), Men’s Health - [#ShowUsYourBlue](https://storify.com/UTSWNews/showusyourblue-for-menshealthmonth), and participating in Twitter chats like Food Allergies - [#abcDrBChat](https://storify.com/UTSWNews/food-allergy-chat).
* Organize and contribute to online events such as Facebook Live talks, Twitter chats, webinars, and online engaging with followers through social media platforms
* Compare and translate competitor research on digital communications and social media in to meaningful information to influence digital communication strategy

**Web Editor**Nov 2015 – Jan 2016

*UT Southwestern*

* Learned HTML via courses and research to managed web content
* Updated and wrote copy for main websites, [utsouthwestern.org](http://utsouthwestern.org/) and [utsouthwestern.edu](http://www.utsouthwestern.edu/)
* Worked with design team to help incorporated digital images in UTSW websites

**Digital Marketing Consultant and Project Manager** Jan 2014 – Nov 2015

*Independent / Freelance*

**Dallas Neighborhood Association**

* A Dallas neighborhood near the heart of downtown was looking to grow awareness and gain an online following. Using social media platforms I created a content calendar and offline event calendar, and hosted online events. Our actions resulted in a 30% increase of online traffic within a 6-month period.

**Sports Entertainment Facility**

* A family-owned entertainment company wanted to grow their business through digital marketing; to increase brand awareness, sales, and traffic to their physical location. I helped the owner define the company voice, created social media content, and taught their small marking team the basics of posting content to Facebook. My efforts increased online engagement, online customer interaction, and people coming through the doors.

**National Textile Company**

* A small, but nationally recognized, textile company was looking to add a new digital marketing division to their team. I guided them through best practices to create a custom road map, internal organizational tools, and digital content. By our efforts, the new digital marketing campaign launched without a hitch and increased brand awareness and website traffic.

**Dallas University**

* The business school at a Dallas university wanted to increase the number of applications for their MBA program. Working with the small staff for the Business School located at the university, we created a road map and timeline for weekly and monthly projects and completion goals. We created and managed their Facebook, Twitter, Pinterest, and Instagram accounts, and use digital ads to increase potential-student awareness. As a result of our efforts the number of applicants for the MBA program increase by 20% within a single semester.

**Medical Hospital and University**

* A large medical university's web development team was about to re-launch a large section of their medicine website. Working with content writers and programmers, I helped create a style guide and was able help implement new content to the current site. The launch ran smoothly and new content was organized beautifully.

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

*DXZ Media*

* Managed 4 key client accounts to create marketing strategies to reach company goals
* Created and curated relevant content to include creating text and images that aligned with company voice
* 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 marketing campaigns (Facebook, Twitter, and Google+)

**Athletic Coach** Oct 2010 – May 2012

*The Shelton School*

* Coached middle and high school track and field, long-distance, 800m and 1600m
* Worked as assistant coach for middle and high school girls’ basketball
* Encouraged student athletes to work as a team as well and become stronger athletes

**Customer Service and Sales Manager** Oct 2007 – Oct 2008

*Premier Singles*

* Managed 10-person evening and weekend sales teams, organized company events, and hosted guests and clients that came into the office
* Provided customer service to manage online profiles and set up group events for members

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