



Sara Wilson

FULL-STACK WEB DEVELOPER + ACCOUNT COORDINATOR

PROFILE

Recent Advertising and Technology college graduate in pursuit of a full-time position. Capabilities include creating content that is effective and client focused. Strengths include the ability to learn new concepts quickly, coupled with strong organizational and time-management skills.


PERSONAL INFORMATION

Address

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 [sawi4644](https://github.com/sawi4644)

WORK EXPERIENCE

Account Coordinator

TPN

January 2021-Current

As an Account Coordinator I worked primarily on the brand Grupo Bimbo. I proactively balanced the work flow for both the bread brands and Takis. I effectively communicated between client and the team to ensure the completion of projects. I maintained high level organizational skills which led to the opportunity for more responsibilities. I maintained budget tracking, social scheduling, social handoff, project management, status updates, and competitive deep dives into current day trends, platforms, and brands.

Events and Communication Assistant

ENVIRONMENTAL CENTER

August 2019- May 2020

As the Events and Communication Assistant I led the construction of weekly newsletters including events and upcoming involvement opportunities. Assisted in attending events and promotional tabling. Reached out to supervisors for additional opportunities and experiences amongst promotional and social teams. Reconstructed and contributed to new social media highlights and series.

Campus Brand Ambassador

ADOBE

October 2019 - May 2020

Designated role as marketing director on campus. Actively planned weekly meetings that would ensure success in our semester goal. Submitted weekly recaps in a timely manner. Managed and distributed work among the team members to meet deliverables Relevant and timely social media posting while also using the platform to reach out to other clubs and organizations about workshops or tabling events hosted. Marketed organization by word-of-mouth, social, posters, and speaking to classes or clubs.

Account Management Intern

LEO BURNETT

June 2019- August 2019

As an Account Management Intern I learned how to effectively manage the development of campaigns for multiple Kraft Heinz brands and Wingstop. Responsible for day-to-day duties of managing the execution of creative projects; which included daily contact with clients, working with the creative teams to maintain the campaign's objective and strategy and make sure deliverables are met. Project management roles including run status reports, manage timelines, tracking budgets through excel, schedule meetings, organize documents, implement outlook meetings, analyze data, and developed condensed projects through imovie.

EDUCATION

Certification in Full-Stack Web Development

NORTHWESTERN UNIVERSITY

October 2020-April 2021

Bachelor in Advertising Minor in Technology, Arts, and Media

UNIVERSITY OF COLORADO BOULDER

August 2016- May 2020