

# SK

## Sara Kahn

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## Experience

### Social Media Manager, Strategist, & Content Creator | Freelance

JUN 2021 TO PRESENT

- Provide strategy consulting for individuals and businesses on which platforms they should post on as well as the types of content they should share given their business objectives and target audience.
- Photograph, film, and edit social media content for social media platforms such as Instagram, Facebook, TikTok, Pinterest, LinkedIn, and more.
- Offer detailed creative direction and content creation tips for businesses that want / require content be made on-site of their business or feature the founder(s) themselves.
- Lead educational weekly meetings with clients to cover content plans, approvals, edits, strategy questions, and audits / analytics of clients' social media accounts as well as content performance.
- Increased a client's Instagram "accounts reached" by 615.97%, "accounts engaged" by 4100%, and "content interactions" by 3000% over a 30 day period.
- Increased a client's Pinterest's "impressions" by 138%, "engagements" by 86%, and "outbound clicks" by 133% over a 60 day period.
- Increased a client's Instagram followers by 12.15% over a 5 month period.

### Influencer / Content Creator | Freelance

JUNE 2021 TO PRESENT

- Grown personal TikTok account to over 35K followers, 2 million likes, and generated over \$18,000 in sales.
- Grown personal Instagram account to over 35K followers, 1.5 million likes, and maintain an engagement rate of over 90%.
- Create photo and video content that highlights different products on social media to generate sales for brands, as well as strategize best marketing practices to convert my following into fans and customers of the brands I promote.
- Gain knowledge as an influencer to assist marketing strategizing for my social media management clients.

### Social Media & Influencer Manager | Wonderbelly

JAN 2023 TO MAY 2023

- Increased brand's Instagram "accounts reached" by 136% (180K accounts), and followers by 14% (1,148 new followers) over a 60 day period.
- Increased brand's TikTok video views by 3,600%, likes by 4,800%, and followers by 71%.
- Oversaw and managed all creative and influencer agency partners. Provided creative briefs for all social content needs and influencer campaigns to these partners, and managed project / deliverable timelines.
- Strategized and executed all influencer efforts - managing a high 5-figure budget, all influencer research, outreach, negotiations, contracts, tax information, and payment schedules. Ideated all creative briefs for content creators, and tracked / uploaded content for TikTok Spark Ad campaigns. Influencer efforts had a reach of 277K people across 18 pieces of content over a 60 day period.

### Social Media Manager & Content Creator | Josh Rosebrook Skin & Hair Care

JUNE 2022 TO JAN 2023

- Increased brand's Instagram "accounts reached" by 14.6%, "accounts engaged" by 57.3%, and followers by 0.5% (3,000 new followers) over a 90 day period. Grew Instagram story views 500% to over 5,000 viewers in a 30 day period.
- Increased a singular product's sales by 193% compared to the previous month due to impactful organic Reel content made in-house.
- Conceptualized, strategized, produced, and posted all social media content (including short form video, photo, and copy that tailors to each social media platform's algorithms and trends) to generate optimized ROI on organic content of products, promotions, events, and more.
- Conducted all influencer strategy, celebrity gifting, scouting, reach outs, PR lists, PR boxes, content performance tracking, advertisement / collaboration brief writing, content support, and more.

### Social Media Manager | Soigne Studios

JUNE 2021 TO JAN 2023

- Created all marketing content for clients during campaign period (photos, editing, video, instagram stories, TikTok, Pinterest, website.).
- Developed and implemented brand's content strategy and posting schedule.
- Utilize various platforms and technologies for content creation, posting, and KPI tracking.

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## Experience

### **Interim Social Media Manager & Marketing Intern | Cobble, Inc.**

JUNE 2021 TO MAY 2022

- Increased Instagram account's total reach by 124% to 129K accounts monthly over a 90 day period.
- Designed, created, planned, and posted all social media content / managed community engagement.
- Lead weekly performance meetings on KPI's & developed social media strategy for the brands' accounts.
- Designed and built weekly newsletters for a mailing list of over 20,000 people, produced website blogs, and generated all UTM links required for brand's newsletters and blogs.
- Coordinated talent and vendors for promotional events in NYC including influencers, chefs, and product sponsors with only 2 weeks notice.

### **Intern to Office of CEO | Beautycounter**

JUNE 2021 TO AUG 2021

- Researched the sales person onboarding process and identified strengths and weaknesses of the program.
- Produced weekly reports and communicated suggestions to company executives in Innovation Department.
- Collaborated with other interns on research notes and findings.

### **Event Manager | Freelance**

JULY 2021 TO NOV 2021

- Provided logistics planning and organizing of venues and vendor setups.
- Ran on-site event operations, coordinated with 7 vendors and venue staff, and assisted vendors with operations to adhere to event timeline.

### **Director of Philanthropy | Alpha Delta Pi - Gamma Rho Chapter**

FEB 2021 TO DEC 2021

- Strategized, planned, and executed 4 days of events in October 2021 for over 400 people raising a record-breaking \$16,000 for the organization's philanthropy partners.
- Coordinated with 9 vendors, managed all contracts, and found new vendors within one week after last-minute cancellations.
- Hosted 4 days of events in March 2021 with only 2-weeks lead-time raising over \$7000 for philanthropy partners.

### **Chef / Owner | Cupcakekahn Specialty Desserts**

MAY 2012 TO PRESENT

- Bake, build, decorate, and deliver custom specialty desserts for clients throughout the LA and Phoenix areas.
- Maintain documentation of orders, provide customer service, and handle all financing of the business.

## Education

**Bachelor of Science**  
Arizona State University

MAY 2022

Business Entrepreneurship Major  
Special Events Management Minor  
Student in Barrett, the Honors College  
Dean's List: All semesters, Fall 2018 - Spring 2022; Moeur Award Recipient  
Beta Gamma Sigma Honors Society Member  
GPA: 4.0

## Accomplishments

Thesis Defense: Social Renaissance - a social media marketing agency  
Barrett, The Honors College  
APRIL 2022

## Organizations

Alpha Delta Pi - Gamma Rho Chapter  
Director of Philanthropy  
FROM AUG. 2019 TO MAY 2022  
Barrett Choir  
FROM AUG. 2018 TO MAY 2019

## Skills / Courses

Excel  
Photoshop / Lightroom  
Personal styling  
Negotiations  
Lean Startups  
Recreation / Tourism

## Hobbies

Baking / Cooking  
Fashion Styling  
Photography  
Singing