

Sarah McVey

Digital Marketer | Content Strategist | Social Media Manager

LET'S CONNECT

sarahmcvey.com

LinkedIn/sarahjamesmcvey

EXPERIENCE

Social Media & Digital Marketing Freelance & Consulting

November 2020 - PRESENT (3 years+)

- Freelancing and consulting for businesses needing support in Content Strategy, Social Media Management, Paid Social Advertising, Influencer Marketing, and other general Digital Marketing services
- Client verticals include CPG, apparel, insurance, and hospitality

BCV, Chicago, IL — Senior Account Executive, Social Media

APRIL 2018 - MARCH 2023 (5 years)

- Developed socially driven marketing tactics from ideation to execution, driving sales for clients in the hospitality industry
- Oversaw a pod of 20-25 accounts, working closely with junior team members to ensure on time execution and campaign success
- Project managed inter-agency teams across creative, media, analytics, and social monitoring to ensure holistic account effectiveness
- Created robust content strategies and recommendations based on consumer behaviors, industry trends and consultative partnerships
- 2018 HSMAI Gold Award Winner

Mosaic, Chicago, IL — Senior Account Manager, Content

SEPTEMBER 2016 - APRIL 2018 (2 years)

- Developed content strategies and defined the role of content in the marketing mix and consumer journey for a variety of brands such as: Kraft, Starbucks, Nestlé, Frank's RedHot, Walmart, and AT&T
- Created and executed Influencer programs of over 50 influencers including celebrities and communities with over 1 million followers
- Managed the RFP process for all Mosaic Chicago content programs
- 2018 Ex Awards Gold Winner

Manifest Digital, Chicago, IL — Associate Director, Social Media

FEBRUARY 2012 - SEPTEMBER 2015 (4 years)

- Responsible for client success and satisfaction across a diverse portfolio of 20+ clients in tech, CPG, and retail industries

EDUCATION

University of Missouri

B.S. in Business Administration

Minor in French

Graduated with Honors

Cum Laude

SKILLS

Content Strategy

Paid Social Media (Facebook,

Instagram, TikTok, Pinterest,

YouTube, Google, Twitter)

Influencer Marketing

Social Media Management

Email Marketing

Reporting & Analytics

Project Management

Client Services

TOOLS

Meta Business Manager, TikTok Ads

Manager, Twitter Ads, YouTube

Advertising, Pinterest Ads, Salesforce,

Google Analytics, Google AdWords,

Klaviyo, FloDesk, Sprout Social,

Hootsuite, HubSpot, TikTok Creator

Marketplace, Loomly, Later, Tailwind,

Microsoft Product Suite, Slack, Canva,

Asana, Basecamp, Project Game Plan,

Zendesk, Workamajig, ClickUp,

Shopify, TapInfluence, Perpetua