

Sarah Wynn Benton

Public Relation and Marketing

EXPERIENCE

360 Media Inc

Public Relations and Social Media Intern (May - August 2021)

- Used Cision to create and edit media lists
- Assisted senior members with client events
- Created blog posts for the agency
- Drafted press releases
- Drafted and posted calendar listings
- Drafted social copy for clients
- Drafted media pitches
- Monitored and scanned applicable media outlets for client coverage
- Created tearsheets for print coverage for clients
- Drafted articles for the Atlanta 100
- Logged client coverage using coverage book and an internal server

Perfect Imprints: Creative Marketing

Marketing Intern (January - May 2021)

- Utilized Hootsuite for a full social media content calendar
- Used Mailchimp to create E-Newsletters and abandoned cart/customer journeys
- Used WordPress to edit and schedule blog posts
- Assisted in the branding of a client's new business
- Assisted in the launch of local business professionals Facebook group

LEADERSHIP

Greek Organization- Sigma Kappa Theta Xi

Vice President of Membership (2020)

- Coordinated the first virtual recruitment for a panhellenic organization
- Handled a budget of \$50,000
- Assisted 10 members on the executive council
- Led 260 college women

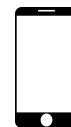
SKILLS

- Multitasking
- Branding
- Microsoft Office
- Adobe Creative Suite
- Oral and Written Communication
- Public Speaking
- Team Work

EDUCATION

Auburn University
Major: Public Relations
Minor: Marketing
GPA: 4.0
Graduated May 2021

CONTACT



334-796-5884



swb0017@auburn.edu

SOCIAL MEDIA



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