

SAVANNAH SOWERS

CONTACT

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WWW.SAVANNAHSOWERS.COM

SOCIAL MEDIA

 LINKEDIN.COM/IN/SAVANNAHSOWERS

 @SAVSOWERS

SKILLS

GRAPHIC DESIGN	
SOCIAL MEDIA	
COMMUNICATION	
VIDEO EDITING	
DATA ANALYSIS	
MARKETING RESEARCH	
AP STYLE & INTERVIEWS	
UX DESIGN	

VOLUNTEER EXPERIENCE

ORANGE COUNTRY RAPE CRISIS CENTER
OUTREACH AMBASSADOR
SEP 2019 - JULY 2020

PIEDMONT FARM ANIMAL REFUGEE
VOLUNTEER
MAY- AUG 2018

ANYTOWN AMBASSADOR
AUG 2015- MAY 2016

EDUCATION

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL
HUSSMAN SCHOOL OF JOURNALISM AND MEDIA | AUG
2017- MAY 2020

- Advertising & Public Relations Concentration and Italian double major
- Cumulative GPA: 3.7 | Major GPA: 3.57
- Dean's List
- Graduated with honors and distinction

EXPERIENCE

SOCIAL MEDIA AND MARKETING COORDINATOR

EMPIRE PROPERTIES | JULY 2021 - NOV 2021

- Created comprehensive social media strategies for the company's real estate business and non-profit organization through independent research prior to initiating their presence on social media
- Helped grow their social media follower count by 25% on Facebook and 300% on Instagram while maintaining average engagement at around 25% for both
- Built and maintained strong relations with the tenants to schedule interviews about their businesses and recent achievements in order to collect content for the company's social media platforms
- Managed five of the company's social media accounts, conceptualizing campaigns, creating and executing posting schedules that included three posts per week through the app Later and monitoring engagement patterns to help us measure the success of the campaigns

SOCIAL MEDIA COORDINATOR

PRUDENTIAL FINANCIAL | SEP 2020 - JUNE 2021

- Conceptualize social media campaigns for Prudential's newsroom Twitter account, curate tweets highlight earned media wins, and assist with identifying opportunities to optimize social media activity sequencing to deliver better outcomes.
- Monitor competitors' and peers' social media platforms, analyzing their themes, content types, engagement patterns for benchmarking purposes using Signal Labs and Unmetric
- Use social listening and media analysis tools to measure the impact of social media activities and surface actionable insights for Global Communications strategists supporting Prudential businesses and corporate functions
- Utilize Adobe Analytics and Microsoft Excel to measure Prudential newsroom's engagement patterns and assess month to month and year to year changes in viewership, number of viewers, minutes spent, etc. and compile collected information into a monthly newsroom report on powerpoint