

SAVANNAH SOWERS

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SOCIAL MEDIA

 LINKEDIN.COM/IN/SAVANNAHSOWERS

 @SAVSOWERS

SKILLS

GRAPHIC DESIGN	● ● ● ● ●
SOCIAL MEDIA	● ● ● ● ●
COMMUNICATION SKILLS	● ● ● ● ●
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
- UNC Phonathon Student Fundraiser
- Cumulative GPA: 3.69 | Major GPA: 3.57
- Dean's List
- Graduated with honors and distinction

EXPERIENCE

SOCIAL MEDIA COORDINATOR

PRUDENTIAL FINANCIAL | SEP 2020 - PRESENT

- 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
- Keep up with social media news and updates, summarizing relevant articles for media briefs sent out to the Global Communications department on a weekly basis

COMMUNICATIONS INTERN

INNOVATE CAROLINA | AUG 2019 - MAY 2020

- Collaborate with UNC's Entrepreneurship department and Launch Carolina to create print-promotional collateral for 50+ events
- Correspond with over 100 entrepreneurship-based companies about their experiences and innovations in order to create digital content for the company's social media pages
- Plan and execute social media campaigns that integrate multiple platforms and use analytical tools to measure success and growth in engagement and traffic
- Help write news releases, weekly newsletters, feature stories and other written materials
- Helped increase overall engagement on Twitter by 30%, Instagram by 68% and LinkedIn by 393%