

Sarah McLaurin

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creative portfolio: smclaurin.com

WORK EXPERIENCE

Director of Marketing, WOOD Computer

2022-Present

Remote, US

- Built a strong brand identity and increased brand awareness by 125% through our social media channels
- Redesigned and built the company website, resulting in a significant improvement in user experience
- Collaborated with cross-functional teams, including product development, manufacturing, and executive committees, to ensure cohesive and effective go-to-market strategies.
- Developed and executed a comprehensive packaging design strategy that effectively showcased the company's products and differentiated them in the market

Academically Gifted Educator, STEM Elementary Teacher

2015-2022

Guilford County Schools, Greensboro, NC

- Adapted existing curriculum and presented engaging content instruction to over 300 students
- Created remote educational content for use by 4,000 teachers county-wide
- Developed e-learning courses and provided video instruction for 150 students
- Received a \$10,000 grant from Discovery Education to fund the school-wide implementation of my action research project
- Surpassed performance incentive for top 10% reading and science scores for the state and earned rookie teacher of the year award

Social Media Management, Copywriting, Marketing & Content Design Freelancing

2020-Present

Complete Fitness Management, Multiple Locations

- Wrote, edited, and published content to share on all brand's social media profiles
- Increased page reach and surpassed growth goals by 50% within the first quarter
- Actively responded to consumers at a 100% response rate in under 15 minutes
- Planned and oversaw the execution of a content calendar for over 10,000 customers
- Successfully created print and digital advertisements for upcoming events and promotions

Graphic Designer, Digital & Print Marketing Manager

2014-2015

Cornerstone Conference Center, Greensboro, NC

- Curated and managed engaging content for all social media platforms, including copywriting and design to over 8,000 members
- Collaborated with 5 team leads to drive content strategy, creation, and scheduling
- Devised and maintained a unified brand voice and visual assets across all channels, including redesigning the brand logo and identity
- Reviewed analytics regularly and generated reports on key metrics, leveraging content management tools to measure social performance and reach

EDUCATION

UX/UI Design Course

Avocademy

Masters of Gifted Education

Elon University

BS Elementary Education

Emmanuel College

SKILLS

- Agile Methodology
- Figma
- Wireframes
- Storyboarding
- User Flows
- Prototyping
- Copywriting
- Adobe Suite
- Competitive Analysis
- Instructional Design
- Website Design
- Video Production
- Market Research
- Affinity Mapping
- Managing Databases
- Design for Accessibility
- SEO Auditing
- Digital Marketing
- eLearning course design
- Project Management
- Data Analysis
- Email Marketing
- User Research
- Emotional Intelligence
- Growth Mindset
- Invision Studio
- Google Workspace
- Google Analytics
- HubSpot
- Customer Advocacy