

# Sarah Powley

## Social Strategist

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### PROFILE

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Performance driven strategist with a proven track record of developing impactful social campaigns that generate engagement and help brands tell their story. Experienced in leading teams, fostering client relationships, and delivering innovative social strategies for global brands. Known for thriving in fast-paced environments, I'm excited by new opportunities to build community and challenge the status-quo.

### PROFESSIONAL EXPERIENCE

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#### **GLOW Digital & Social Agency | 2020 - Present**

##### **Associate Director of Strategy**

**March 2024 - Present, New York, NY**

- Lead strategist for high-profile clients including Jägermeister, Paramount Global, Doris Duke Foundation, and Apple TV.
- Collaborate alongside creative counterparts to develop award winning campaigns.
- Develop briefs with strong strategic insights that energize creative teams and inspire ideation.
- Guide clients in achieving business goals through tailored brand, social, and content strategies.
- Utilize performance data to refine strategies and ensure the completion of campaign goals.
- Manage junior strategists, fostering career growth and strategy development.

##### **Senior Strategist**

**September 2021 - March 2024, New York, NY**

- Spearheaded strategy for clients such as SHOWTIME, YouTube, OnePlus, WarnerMedia, and Westminster Kennel Club.
- Primary point of contact for daily client strategic communication, aiding in client relationship management.
- Crafted brand and content strategies based on client business objectives and active consumer listening.
- Identified insights and strategic opportunities to support creative briefs and campaign development.
- Delivered actionable reports on campaign performance, social sentiment, and engagement trends.
- Mentored junior strategy team members in strategy execution.

##### **Social Media Manager**

**March 2020 - September 2021, New York, NY**

- Partnered with senior strategy and creative teammates to build social campaign direction.
- Managed client social handles including daily posting, community management, and fan communication.
- Owned content calendars, community engagement, and live coverage for notable campaigns.
- Tracked analytics for both ongoing and completed campaigns, providing insights to fuel future strategic direction.
- Monitored social conversation and provided timely recommendations to tap into audience and cultural discussions.

##### **Awards**

- Shorty Award winner for *Dexter: New Blood* television campaign.
- Digiday finalist 'Best Organic Marketing Campaign' for the 2023 Westminster Kennel Club Dog Show.

#### **The Tombras Group | 2017-2020**

##### **Senior Social Media Community Manager**

**June 2019 - March 2020, Knoxville, TN**

- Led team of 6 social media community managers.
- Acted as liaison between community management team, account management, and creative team members.
- Developed an internship program, partnering with The University of Tennessee to recruit student interns.
- Maintained day-to-day responsibilities of the social media community manager role.

##### **Social Media Community Manager**

**June 2017 - June 2019, Knoxville, TN**

- Built organic and paid social strategies for Sonic Automotive and local BMW, Audi, and Porsche dealerships.
- Led monthly client calls to report on performance and provide on-the-spot recommendations to support client's needs.
- Responsible for reputation management and responsive messaging to all social reviews.
- Monitored monthly performance through Google Analytics and native platform analytics.
- Generated sharable organic monthly content based on business goals.

### EDUCATION

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#### **The University of Tennessee**

*Bachelor of Science, Major in Public Relations, Minor in Business Administration*

### SKILLS

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**Google Analytics • Opal, Sprout Social, Momentfeed, Khoros, and Meltwater • Meta Advertising • GWI • Campaign Planning • Brand Strategy Development • Community Management • Client Communication and Relationship Building • Leadership and Team Building • Live Event Coverage**