

SARAH STONE

MARKETING AND COMMUNICATIONS PROFESSIONAL

PROFILE

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EDUCATION

- Carleton University** 2012-2016
BA Honours in Mass Communications
Minor in Law
Concentration in Image, Politics, and Persuasion

SKILLS

Technology

- Google Analytics
- WordPress
- Adobe Fireworks
- Pardot
- Microsoft Office Suite

Social Media

- Facebook
- Twitter
- Instagram
- LinkedIn
- Hootsuite

Traits

- Organized
- Results Focused
- Flexible
- Creative
- Positive attitude

EXPERIENCE

2017 - present

CREA | Marketing Coordinator

Managed multiple marketing campaigns and specialized in writing for different user and member segments. Examples include product pages, marketing emails, and website content such as REALTOR.ca. Launched the CREA Global monthly newsletter, *Global View*, increased member contest entries by over **200%**, and coordinated CREA Global ad buys and maintained accurate records of allocation and spending.

2016 - 2017

Carleton University | Communications Lead

Lead, developed and maintained active communication with current students through the university's weekly newsletter, website, social media, brochures, posters, and in person events. Established and maintained strong relationships with staff and student coordinators and developed digital media sponsorship for campus events. Credited for increasing social media followers and engagement by **26%** and website visitors by **15%**.

2015 - 2016

Carleton University | Social Media Coordinator

Content creation for website, social media, and print to generate awareness for Carleton's safe drinking campaign. Increased social media followers by **43%**.

2014 - 2015

Carleton University | Event Planning

Planned, organized, and implemented two races on Carleton University's campus. Worked with stakeholders and successfully negotiated with local businesses to donate prizes and sponsor both events to engage **80+** students.