Sarah Guynn

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Summary

Sarah Guynn is a creative and diligent digital media enthusiast. Her love of computers and technology enticed her to become a (soon-to-be) Digital Media Innovation graduate at Texas State University in San Marcos. She has utilized graphic design and coding to build websites and learned how to interpret and/or display all manners of data to better communicate with future audiences. Some of these courses include Advanced Social Media Analytics, Web Design and Publishing, Media Design, Media Writing, and Data Journalism.

During high school, she volunteered at the Houston ASPCA to take care of stray cats and find them their forever home. She would also help run the concession stand at her brother's baseball games, and she even used to play some baseball herself!

In her alone time, Sarah enjoys resource management and storytelling video games. Many of these video games inspire her to make written pieces or crochet plushies. Otherwise, she has a very active social life and spends time with her friends playing card, board, and tabletop games. If there were three words to describe her, they would be energetic, imaginative, and kind.

Experience

Social Media Manager

Texas State School of Journalism and Mass Communication

Sep 2022 - Present (6 months)

Responsible for promoting School of Journalism and Mass Communication content on the respective Facebook, Instagram, Twitter, and WordPress sights. Also to attend events put on by SJMC to post and promote.

Retail Sales Associate

Cracker Barrel

May 2021 - Jul 2022 (1 year 3 months)

Student Social Media Contributor

The Graduate College at Texas State University

Jan 2022 - May 2022 (5 months)

- Created social media content for client to use on Facebook, Twitter, Instagram and Instagram Stories, along with monthly analytic reports, for client as part of Advanced Social Media and Analytics course
- Used analytics to develop client portfolio, addressing client strengths and areas for growth

Level 1 Technician

M7 Services

Jun 2019 - Aug 2019 (3 months)

Front Door Agent
M7 Services
Jun 2018 - Aug 2018 (3 months)
- First point of contact for clients
- Reset passwords for web applications like Workday, MarketBasket, Interstate Hotels apps, etc.
- Made service tickets and passed the calls on to technicians

Education

Texas State University
Bachelor of Science - BS, Digital Communication and Media/Multimedia
Aug 2019 - May 2023

Licenses & Certifications

Hootsuite Platform Certification - Hootsuite Academy
58170055

Social Marketing Certification - Hootsuite Academy
58877261

Google Analytics Quick Start - LinkedIn

Google Analytics 4 (GA4) Essential Training - LinkedIn

Digital Marketing - HubSpot Academy
Issued Oct 2022 - Expires Nov 2023
6e594d5a285c429db1ea50e9f9f36d42

Email Marketing - HubSpot Academy
Issued Nov 2022 - Expires Dec 2024
6efb6f2b80c1465b85ebf24db63b1e36

Skills

Social Media Outreach • Hootsuite • Web Analytics • Online Content Creation • Social Media • Tableau • OpenRefine • Microsoft Excel • Data Entry • Remote User Support