

# Sarah Beidleman

703-989-7148 | [sarah@beidleman.com](mailto:sarah@beidleman.com) | <http://skbworks.com/> | Instagram: [skbworks](#)

*Experienced and recognized digital strategist specializing in content creation, social media and blog management, communications, and user experience*

## Skills and Digital Competencies

---

Microsoft Office Suite	WordPress	Adobe Creative Cloud	creative writing	time management
Microsoft Word	CSS	iMovie	editing	target audience
Outlook	web builders	Audacity	social media	organization
Excel	HTML	GarageBand	user experience	marketing strategy
PowerPoint	Zoom	photography	copywriting	Base Camp
Teams	Swoogo	iOS	Windows	HubSpot
Google Analytics	iMIS	Google Drive	One Drive	Informz

## Recognized Work

---

### **HubSpot Marketing Q2 2020 Champion User**

August 2020

- One of the top 1,000 users of HubSpot marketing software.

### **Women in the Industry Blog Series**

March 2020

- Interviewed 15 women in SWANA membership, curated content, wrote blog articles to tell each woman's story of their experience in the industry, and created social media to accompany each.

### **Sanitation Workers Support Fund**

April-November 2020

- Partnered with **Glad** to support sanitation workers across the United States and Canada who were personally affected by COVID-19. Produced content strategy, website messaging, wireframe, and social media campaign to be used across digital channels, then optimized messaging as needed.

## Experience

---

### **Solid Waste Association of North America**

Silver Spring, MD

Marketing Coordinator

October 2018-Present

- Created and executed campaign-specific marketing strategies to further SWANA's goal of advancing the solid waste and recycling industry.
- Developed social media for email, and digital marketing for departments including membership, advocacy, safety, and training to provide resources for over 10,000 members across North America.
- Developed and executed marketing strategy and content creation for two annual conferences with up to 1,200 attendees. Monitor analytics and adjust campaign as needed. Work with agencies for paid ads.
- Produced all communications and public relations efforts, including managing reporters from top news outlets, writing press releases, monitoring media, organizing member newsletter, writing copy across platforms, and designed wireframes for website to improve user experience.

### **National Geographic Books**

Washington, DC

Marketing Intern

June-August 2017

- Identified "influencers" across blogs and social media outlets to advertise and promote National Geographic new release books; gathered reviews.
- Designed digital posters for marketing strategy and email marketing; wrote copy for book descriptions to use digitally for emails and ads.

## **James Madison University MadiTHON**

(JMU's 12-hour dance marathon and fundraiser for UVA Children's Hospital)

Executive Board Member, Digital Marketing Head & PR Head

Harrisonburg, VA

May 2016-April 2018

- Led event marketing, social media efforts, and email campaigns, ensured brand consistency, and designed graphics to achieve goal of recruiting over 800 participants and raising over \$115,000 in 2018.
- Managed PR campaign, designed promo materials, organized several events prior to the dance marathon, filmed and edited promo video, which lead to raising over \$107,000 in 2017.

## **Phi Mu Public Relations Committee, JMU Gamma Theta Chapter**

Recruitment Video Editor

Harrisonburg, VA

January 2016-December 2017

- Created content for Phi Mu social media, managed logistics for PR videos, filmed, edited, and released three major recruitment videos for a chapter of over 200 sisters.

## **Education**

---

### **James Madison University**

Bachelor of Science, Media Arts and Design

Major: Creative Advertising

Minors: Creative Writing and Studio Art

Harrisonburg, VA

May 2018

## **Achievements**

---

### **Whitten Maher Memorial Scholarship Recipient**

April 2017

- Scholarship recipient for award winning essay *Crabbing, Culling, Repeat*, which focused on engaging the audience by shining a light on Southern Maryland crabbers and their lifestyle through storytelling.

### **Media Arts and Design Project Manager**

August-December 2016

- Created a [WordPress blog](#) analyzing healthcare's use of social media with real world industry insight, research, and revision. Coordinated fluency across blog posts and ensured team worked together efficiently.

## **Interests**

---

### **Travel Blog**

June 2016-Present

- Created, designed, and wrote [my travel blog](#) starting in June 2016 when studying abroad in Ireland to study Irish films, writings, and advertising.
- Wrote, photographed, edited, published my travels while on the go during my summer abroad and again when I traveled through Europe, visiting countries including Italy, Spain, France, and Scotland.

### **Photography**

- After starting as a hobby, used my Studio Art minor to focus on photography and graphic design.
- Incorporating my love for travel and photography, started my Instagram account: [skbworks](#), my photo of the Pantheon was showcased on [the Contiki Instagram](#), a travel company for young people.
- At JMU, one of my graduation photos was chosen as the [cover of the class of 2017 special edition](#) of the school newspaper, *The Breeze*.