

Sarah Johnson

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Strategic media planner with more than seven years of experience serving large corporations. Highly adaptable to new work challenges and industry conditions. Equally effective in a supervisory or hands-on role.

Education

Bachelor of Arts in Marketing
Temple University, Philadelphia, PA

Key Skills

- Advertising & promotions
- Brand awareness & engagement
- Business needs assessment
- Campaign data analysis
- Client service & relations
- Competitor trend analysis
- Complex problem-solving
- Cross-functional collaboration
- Digital & social media marketing
- Marketing collateral development
- Media buy management
- Media monitoring
- Media strategy development
- New hire training
- Partnerships development
- Request for proposal (RFP)
- Stakeholder relations management
- Strategic planning
- Writing, editing, & proofreading

Professional Experience

EAA Incorporated, Philadelphia, PA | November 2015–Present
Media Planner (May 2018–Present)
Assistant Media Planner (November 2015–May 2018)

- Co-develop viable new media strategies for major clients
- Trained and coached five new hires on team standards and best practices
- Gather and analyze campaign performance data to inform and hone future promotions
- Foster high brand awareness and engagement among target demographics

Highlight:

- Established new best practices that raised media team's daily efficiency by 10%