

Sara M. Roberts

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Certifications and Skills

- Individually certified in Google Analytics and Google Adwords Search
 - Hubspot certified in email marketing and content marketing
 - Personal strengths - strong work ethic, leadership, work well with teams, verbal and written interpersonal communication skills, creative thinking, attention to detail, problem solving, analytical and technical skills
 - Work experience with Facebook Business Manager, Google My Business, Google Maps, Google Adwords
 - Social media expertise with Facebook, Twitter, Instagram, LinkedIn, and Pinterest
 - Basic knowledge of SQL queries in phpMyAdmin and Microsoft Access
 - Experience with Microsoft Office (Microsoft Excel, PowerPoint, Word), Visio and Project
 - Basic knowledge of diagrams used for systems planning - activity diagrams, entity-relationship diagrams, data flow diagrams
 - Knowledge of basic HTML and Python coding languages
 - Completed finance classes in financial analysis and cost accounting in the undergraduate and graduate levels
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Experience

Turner Broadcasting System Inc., Atlanta, GA

Aug. 2017 – Dec. 2017

Search Engine Optimization Intern, Cloud Architecture Team

- Implement Turner's SEO strategy by performing site audits for brands such as TBS, TNT, Cartoon Network, PGA, and NCAA
- Recommend optimization for web pages to developers the brand team, sometimes using presentation skills
- Track inbound marketing metrics on site pages using Google Webmaster Tools, interpret data, and give recommendations on how to improve

Target MarkeTeam Inc., Atlanta, GA

June 2016 – December 2016

Business Analyst, Account Services

- Provided support between the account team and the data analyst team for direct mail campaign results
- Monitored overall campaign results and forecasted for direct mail marketing campaigns for two non-profit client accounts
- Updated, maintained, and pulled extra reports for the client analyzing the results of the campaigns and noted areas of improvement for testing

Influence Health, Atlanta, GA

March 2015 – March 2016

Team Lead, Directory Management

- Strategically managed local search to increase customer acquisition by driving/converting traffic to client's web pages, hospital locations, and physicians
- Supervised and assigned workflow for four team members
- Served as local search subject matter expert for Influence Health and maintained directory management relationships for 10+ healthcare clients

- Reviewed, analyzed, and edited various local search directories including Yelp, Yahoo, Foursquare, Healthgrades, Vitals, and Google+ for over 5,000 client local listing locations to strengthen online presence
- Audited, updated, monitored and reviewed reports for client online listings to ensure correct hospital and physician information was available to prospective patients

Directory Management Analyst

- Audited, updated, monitored and reviewed reports for client online listings to ensure correct hospital and physician information was available to prospective patients
- Reviewed, analyzed, and edited various local search directories including Yelp, Yahoo, Foursquare, Healthgrades, Vitals, and Google+ for over 4,000 client local listing locations to strengthen online presence

BrightWhistle, Inc. (Acquired by Influence Health), Atlanta, GA

April 2013 – February 2015

Digital Analyst, Full Time

- Certified as a Google Partner in Google Adwords, Google’s Pay Per Click search advertising system
- Researched, developed, and executed Facebook and Google digital marketing campaigns on behalf of clients
- Reviewed client information to create ad-copy web pages based on market research

Directory Management Analyst Intern, Part Time

- Reviewed, analyzed, and edited various directories including Yelp, Yahoo, Foursquare, Healthgrades, Vitals, and Google+ for over 2,000 client locations across the directories mentioned
- Updated client information in the company database

Education

Georgia Southern University

- Masters of Business Administration Student – Online
 - Expected Graduation Date May 2019
- Current GPA: 4.0

Georgia Institute of Technology, Atlanta, GA

GPA: 3.31

- Bachelor of Science in Business Administration
- Concentration: Information Technology Management
- Graduated December 2014

Volunteer Experience

Passion City Church, Atlanta, GA

July 2016 – Present

IT Volunteer

- Provides basic IT support – including support to the check in process, printer functionality, computer and iPad troubleshooting