

SARAH ABOULHOSN

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RELEVANT EXPERIENCE

WRITING

- Wrote and edited SEO content for the B2B, SaaS, marketing, travel and design industries
- Conducted interviews and gathered quotes from industry experts
- Wrote conversion-based landing page copy, and product descriptions
- Designed and wrote copy for detailed sales proposals
- Created original blog and social media content to increase traffic and engagements
- Maintained monthly and weekly email newsletters with 55% open rates
- Increased press coverage by writing guest posts for high domain authority publications
- Managed and developed detailed content calendars and strategies
- Contributed strategic messaging and taglines to marketing campaigns reaching 30,000+ people

MARKETING

- Produced weekly email newsletters with 9.4/10 average mail score
- Implemented email marketing campaigns leading to a 15% increases in leads
- Tracked and measured analytics for web and social media content
- Engaged clients through user groups and competitions attracting 5,000+ participants
- Developed and hosted online courses, training guides, and webinars
- Managed social media content strategy and actively maintained social content

DESIGN

- Created branding concepts for a global hotel chain including logos, color scheme, and signage
- Designed logos for local non-profits leading to complete rebranding efforts
- Produced infographics, social media graphics and blog images for a Top 300 Design firm
- Designed marketing collateral including flyers, banners, t-shirts business cards, and more
- Improved brand guidelines to better reflect industry trends and brand personality

WORK HISTORY

Content Strategist | sarahaboulhosn.com | 2017 - present

Copywriter | Freelance | 2016 - 2018

Marketing Coordinator | Baskervill | 2015 - 2017

Marketing + Communications Manager | Softchalk | 2013 - 2015

Marketing Assistant | VCU | 2013 - 2014

SKILLS SUMMARY

Adobe Creative Suite
Google Analytics
Conversion Rate Optimization
Search Engine Optimization
WordPress
Email Marketing
Social Media Marketing

EDUCATION

Master's Degree
Strategic Public Relations
Virginia Commonwealth University

Bachelor's Degree
Mass Communications
Virginia Commonwealth University