

SARAH MITUS

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EXPERIENCE

InkHouse PR + Marketing – Waltham, MA

June 2016 – Present

Digital Strategist (Manager)

- Oversee all digital work as the singular Digital Strategist, functioning as the “go to” person for everything social media and digital marketing related for the entire agency
- Create social media audits and strategy presentations for individual clients, including Finagle a Bagel, OfferUp, SIOS Technology, Sasaki, the Boston Design Center, and the Innovation and Design Building
- Train account teams through group and agency-wide presentations to help teams execute on the established social media strategy, including content creation, publishing, community management and reporting
- Draft and execute paid social campaigns, determining budget, targeting, copy, ad creative and optimizations
- Grow the digital business through current and prospective clients by creating presentations and participating in the new business process from input conversation to execution

Edelman – San Francisco, CA

September 2014 – May 2016

Senior Account Executive, Digital

- Day-to-day client contact for the Adobe Digital Imaging client, working directly with senior leaders at Adobe to drive social media strategy for the Photoshop and Lightroom communities (12M+ fans)
- Managed the award-winning #PsMystery campaign – a Clue-like Halloween campaign hosted on Photoshop’s Facebook page. Won a Gold Cannes Lion for Community Building/Management, a Silver Cannes Lion for Innovative Use of Social or Community, a Bronze Facebook Craft Award and a PR News Social Media Icon award
- Project managed Photoshop’s 25 Under 25 campaign, where Photoshop selected 25 of the most creative visual artists under the age of 25 to take over its Instagram channel as part of Photoshop’s 25th Anniversary
- Led the Edelman Bay Area Influencer Task Force, establishing best practices for social media influencer relations
- Grew reach and engagement through Facebook and Twitter ads, managing around \$100K annually
- Tracked profitability of quarterly retainers and created new SOWs for additional projects
- Managed all aspects of the Adobe Photoshop blog including ideation, copywriting and publishing

Edelman – San Francisco, CA

June 2013 – August 2014

Account Executive, Digital

- Managed social media communities and supported product launches across all social media channels, including blog posts, YouTube videos, and social media content for Adobe Creative Cloud, Photoshop & Lightroom

Overdrive Interactive- Allston, MA

September 2011 – May 2013

Social Media Specialist

- Wrote editorial calendars and managed communities for both B2B & B2C brands including Samsonite, Denon, Akamai and Cold-EEZE

ADDITIONAL SKILLS

- Experience using Hootsuite, Planoly, and Adobe Marketing Cloud for publishing social media content
- Utilized social media listening tools like Sysomos to understand clients’ competitive landscapes
- Extensive knowledge of Facebook Power Editor, Twitter Ads Manager, and LinkedIn Marketing Solutions
- Comfortable public speaking. Became a Competent Communicator through Toastmasters in 2016

EDUCATION

Villanova University – Villanova, PA

Bachelor of Science in Business Administration, Cum Laude,
Marketing & Management Double Major