

# Jay Sauerman

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## OBJECTIVE:

Community-driven marketing specialist seeking to apply my strong communication skills to keep my community informed, celebrated, and connected.

## RELEVANT EXPERIENCE

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### Wake Forest University

**Marketing Manager:** 88.5 WFDD November 2021—Present

- Create and execute digital strategy, planning out quarterly, monthly and week-to-week content for newsletters and social media
- Coordinate station events for small groups of donors (8+) and large public events (250+), maintaining budget and generating profits
- Manage volunteers and mentor interns, assigning them regular work to develop their skills and aid our mission
- Oversee P-card transactions, recording receipts and digitally submitting expense reports in WorkDay
- Aid team in formulating fundraising strategy for Fall Fund Drive, executing digital and on-air messaging, successfully raising \$375,000

**Marketing Chair:** Wake Forest University Queer Affinity Group August 2022—Present

- Collaborate with campus departments and local nonprofits to coordinate community events three times a semester
- Create graphic assets for events and communicate marketing needs to website designers, campus newsletters, and other partners
- Help keep minutes and catalogue the group's work in Google Drive for records

### Social Media Coordinator: A Love Song for Hal benefit concert

December 2021—January 2022

- Proofread press release and aid distribution, composed and distributed copy across email, gofundme, social media, & YouTube
- Coordinated communications and Facebook and YouTube livestream video connection for 25 global artists
- Strategized social media schedule for Instagram (218K followers) and TikTok (2M) pre and post event marketing
- Edited and reviewed pre-recorded videos for livestreamed concert using Adobe Premiere

### Digital & Partnerships Intern: Naver WEBTOON Entertainment

April 2021—September 2021

- Assisted large digital campaigns such as WEBTOON's 7<sup>th</sup> Birthday promotion and the launch of "Batman: Wayne Family Adventures"
- Strategically created folder systems and graphic templates to work more efficiently, manage digital cataloging of social files
- Scheduled meetings on digital calendar, coordinated 1-9 schedules and provided attendees with updates and minutes
- Researched market trends and content strategies, create PowerPoint decks to present and discuss with the social team
- Generated 3-8 cross-platform content ideas for weekly pitch meeting and assignments; design and write copy for posts

### Lead Office Assistant : Center for Academic Success (CAS), Susquehanna University

August 2019—May 2020

- Supported staff of 4 by managing appointment calendar, call information, maintaining office space, and acting as campus liaison
- Addressed student and parent concerns by answering questions, providing resources, and scheduling follow up appointments
- Planned informative events for students on study techniques and how to prep for finals; market events digitally and with posters
- Onboarded new tutors and office assistants by reviewing the computer system and how to access office resources
- Designed informative and attractive content useful to students to promote resources and upcoming events

## CONFERENCES & OTHER EXPERIENCE

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### Digital Advisory Board: American Public Media (APM)

November 2022—November 2023

- Analyzed resources and provided feedback to inform the development of digital tools provided by APM quarterly

### Navigating the Wide World of Radio: *Break Through*, Susquehanna University, virtual

March 2023

- Spoke to students about experiences in the radio industry, answered questions and provided resources

### Sustainers for Life: Greater Public & 88.5 WFDD, virtual

January 2023

- Transformed session notes into an outline for a digital webinar on how to create a donor community and entice new members

### Sustainers for Life: *Public Media Development & Marketing Conference 2021*, Chicago, IL

July 2022

- Hosted World Café Dialogue Method presentation, guided conversation, and recorded notes to review after the event

## SKILLS

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**Digital Tools:** Microsoft Office (Word, Excel, PowerPoint), Web Design (Drupal 9, Wix, Weebly, Wordpress)

**Media:** Adobe Suite (InDesign, Photoshop, Audition), Canva, Social (Facebook, Instagram, LinkedIn, X)

**Certifications:** Financial literacy certified, Radio Advertising Bureau Sales Certification

## EDUCATION

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**Bachelor of Arts in Creative Writing and Publishing/Editing**

Susquehanna University, Selinsgrove, PA