

Sarah Felicity Root (She/Her)

Social Media Manager

EDUCATION

Bachelor of Arts
Film and Broadcast Media Arts
Wayne State University
2012-2018
Detroit, MI

SKILLS

- SEO
- Paid Social Media Advertising
- Graphic Design
- Video Editing
- Photography
- Videography
- Copywriting
- Data Analysis
- Brand Management
- Social Listening
- Campaign Development
- Website Design

SOFTWARE/ PLATFORMS

- Hootsuite
- Sprinklr
- Sprout Social
- Brandwatch
- Canva
- Adobe Creative Suite
- Facebook
- Instagram
- X
- Tiktok
- LinkedIn
- YouTube
- Pinterest
- Snapchat
- Bluesky

WORK EXPERIENCE

Social Media Manager

Life for Relief and Development
Oct 2021 - Jan 2025

- Revamped the Instagram layout to better represent the organization’s brand
- Redeveloped the campaign strategy which increased the account’s reach to 9.6 million
- Provided photography and live social media coverage at local distributions
- Monitor user engagement to ensure all content was brand appropriate
- Produced short form video content to leverage our Instagram presence
- Developed a posting strategy and managed content for 9 accounts
- regularly reported social media metrics and executed changes to increase engagement
- Grew social platforms to include Snapchat, TikTok, Threads, and LinkedIn
- Utilized A/B testing for ad campaigns which lead to an overall increase in engagement and CTR

Social Media Manager

Encore Musical Theatre Company
May 2024 - Present

- Designed a posting schedule and introduced cast and crew takeovers and behind the scenes content which increased our Instagram engagement by 100%
- Redeveloped the content strategy to better promote current shows which increased our website traffic by 281%
- Managed the content creation which increased following within 6 months by 2,000 followers
- Facilitate interviews for cast bio social posts
- Actively research current trends to create content that coincides with the running musical

Social Media Manager

LaVida Massage
Jun 2021 - Sep 2021

- Produced/directed the holiday commercial that was used for all 52 franchises of the company
- Managed the content creation and strategy for the social accounts for all 52 franchises
- Managed a bi-weekly blog that drove an increase in website traffic
- Created monthly giveaways to increase following on our Facebook and Instagram
- Managed the responses for Google reviews while ensuring each customer is heard
- Assisted in redesigning the company website

Social Media Manager

Coeus Creative Group
Aug 2021 - Nov 2021

- Managed four social platforms, planned and created content, and maintained a content calendar to optimize organization of client accounts
- Created a live document for a school district client to better streamline communication for upcoming school events, photos, and last minute updates for a quick social media response
- Provided photography for school events

Social Media Intern

The American Pavilion

May 2019

Social Media Intern

Mort Harris Fitness Center

Oct 2016 - May 2018

VOLUNTEER EXPERIENCE

Social Media Manager	The Senate	June 2023 - Present
Social Media Manager	Portals Paranormal Society	June 2022 - Present
Social Media Manager	Barnes and Nobles	Feb 2018 - Sep 2019
Social Media Manager	Starbucks	Mar 2020 - Dec 2021
Social Media Manager	The Penny Seats Theatre	June 2023 - Jan 2024