

SARAH HOMER

CONTACT

(801) 550-5172 

Sarahhomer7@gmail.com 

Salt Lake City, Utah 

EDUCATION

**Master of Entertainment
Arts and Engineering- Production**
University of Utah
August 2023 - Present

Bachelor of Arts - English
University of Utah
December 2018

**England Study Abroad
British Literature**
University of Utah
May - June 2018

Software

Microsoft Office Suite
Wordpress
Adobe Suite
Trello
Github
Unity

SKILLS

Copywriting
Content Development
AP Style Writing
Organization
Critical Thinking
Independent
Content Marketing
Social Media Strategy
Blogging
Adaptable
Storyboarding
Cultural Awareness

EXPERIENCE

University Of Utah - Salt Lake City, Utah
Graduate Coordinator
August 2022 - Present

- Perform administrative jobs to support graduate students in multiple programs including record-keeping, program of study coordination, course scheduling and planning, graduation tracking.
- Manage tuition benefit program (TBP) by coordinating with students, faculty, grants office, and other related parties.
- Power user for University-wide application review platforms.
- Act as a resource for graduate student roles and is a liaison between the department and the Graduate School on campus.

University Of Utah - Salt Lake City, Utah
Student Prototype Project
August 2023

- Tracked and organized team's ideas and progress through trello.
- Updated team with current timeline and any roadblocks from meeting our deadline.
- Added sound design to our project.
- Kept track of changes made to our game or bugs that needed to be fixed.
- Created playtest form and relayed feedback to team.
- Designed one-sheet presentation for our game and delivered a pitch

Oozle Media - Draper, Utah
Content & Social Media Specialist
February 2019 - March 2021

- Developed marketing content such as blogs, promotional materials, website copy and advertisements for multiple types of businesses.
- Improved page content, keyword relevancy, and branding to achieve search engine optimization goals.
- Received Employee Of The Month
- Recognition several times during tenure.
- Interacted with clients' customers across numerous industries on social media to increase social media presence.
- Increased customer engagement through social media campaigns and daily posts.
- Collaborated with internal and client teams to brainstorm creative and holistic marketing strategies on a weekly basis.
- Strategized content based on Google analytics, geographical targeting, and keyword research.
- Worked closely with account manager to plan tasks and train new teammates on company procedures.
- Interviewed clients to learn more about their goals and make a plan for their marketing strategy.

Oozle Media - Draper, Utah
Content Writer Intern
August 2018 - December 2018

- Developed marketing content such as blogs, promotional materials, website copy and advertisements for multiple types of businesses.
- Completed thorough research into assigned topics.
- Formatted articles, blogs, and webpages with HTML, photos, and infographics.