

Sarah Eissmann

skeissmann@gmail.com | (302) 983-8250

[linkedin.com/in/saraheissmann](https://www.linkedin.com/in/saraheissmann)

Education

S.I. Newhouse School of Public Communications at Syracuse University

Master of Science in Public Relations,
August 2021

GPA: 4.0

Awards: Graduate School Masters Prize, Public Relations Certificate of Achievement, William Doescher Outstanding Public Relations Master's Student

School of Journalism and Mass Communications at the University of South Carolina

Bachelor of Arts in Journalism and Mass Communications, May 2020

Major: Public Relations

Minor: Sociology

GPA: 4.0

Awards: Woodrow Scholarship, Henry Price Copy Editing Award, Outstanding Public Relations Senior

Skills

Programs: Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Canva, Microsoft Suite, Google Suite, Google Data Studio, Cision, Critical Mention, Sprout Social, Hootsuite, Social Studio, Qualtrics, HARO, MailChimp

Social Media: Instagram, Facebook, LinkedIn, Tik Tok, Twitter

Writing: Copy Editing, Associated Press Style, Media Relations, Byline Research and Development

Experience

Vault Communications

Assistant Account Executive | Plymouth Mtg, Pa. | August 2021-Present

- Manage projects and meet deadlines for five clients and account teams
- Storytelling through B2B, employee-focused and consumer-focused blog posts, website articles and social media posts
- Develop brand positionings and communications plans from ideation through execution
- Plan workforce development messaging, social content and programs
- Spearhead micro internship program and manage winter intern
- Pitch and secure local, national, consumer and trade media placements
- Research niche content areas and interview subject matter experts and key opinion leaders to draft bylined articles

Strategic Communications, LLC

Public Relations Intern | Syracuse, N.Y. | June 2021-July 2021

- Developed multi-faceted media lists and pitched journalists, podcasters and academics, securing interviews with prominent outlets

WCNY, PBS Affiliate

Public Relations Intern | Syracuse, N.Y. | Jan. 2021-June 2021

- Developed content for weekly e-guide on MailChimp, reaching more than 35,000 people
- Wrote feature stories for monthly magazine, reaching 15,000 members
- Drafted daily tweets and scheduled social media content on Sprout Social for Facebook, Instagram and Twitter accounts
- Directed three interns through a crisis situation to ensure event participant satisfaction by delegating responsibilities and communicating directly with customers

The Carolina Agency, Student-Run Communications Firm

Account Manager | Columbia, S.C. | Jan. 2020-May 2020

- Managed three-person account team and served as point person between agency and client, organizing and leading client meetings
- Researched and delivered a situation analysis and drafted a campaign suitable for diverse internal and external audiences

Richland County School District One

Communications Intern | Columbia, S.C. | Nov. 2019-April 2020

- Built a five-month content calendar; crafted and scheduled social content on Hootsuite for Instagram and Twitter
- Communicated with representatives from 52 schools to tell pertinent stories through website content and news releases
- Assisted with event preparation and execution
- Handled document procurement for FOIA requests

A.I. duPont Hospital for Children

Public Relations Intern | Wilmington, Del. | July 2019-Aug. 2019

- Worked closely with diverse groups of internal audiences to determine how best to clearly inform them of initiatives
- Wrote and edited news releases, pamphlets and newsletter articles, paying close attention to accuracy and detail