

Sarah Felicity Root (She/Her)

Social Media Manager

(313) 407-2701

jsarahroot@gmail.com

www.sarahfelicityroot.org

## EDUCATION

Bachelor of Arts

Film and Broadcast Media Arts

**Wayne State University**

2012-2018

Detroit, MI

## SKILLS

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

## SOFTWARE/ PLATFORMS

- Hootsuite
- Sprinklr
- Sprout Social
- Brandwatch
- Semrush
- Google workspace
- Canva
- Adobe Creative Suite
- Facebook
- Instagram
- X
- Tiktok
- LinkedIn
- YouTube
- Pinterest
- Threads
- Wordpress

## 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
- Maintained a digital media library for both photo and video assets for over 60 countries
- 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
- Research keywords and trends to create an SEO strategy for the department
- Utilized A/B testing for ad campaigns which lead to an overall increase in engagement and CTR
- Constantly updated and grew our SMO strategy for higher visibility across all platforms

### 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 the Instagram engagement by 125%
- Redeveloped the content strategy to better promote shows which increased our website traffic by 281%
- Assisted in the redevelopment of the SEO strategy to increase website and social traffic
- Managed the content creation which increased following within 5 months by 2,000 followers
- Facilitate cast interviews
- Organize social media takeovers with the cast throughout the show period
- Actively research current trends and SEO keywords

### 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 a 25% increase in website traffic
- Created monthly giveaways to increase engagement 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

- Owned social media for two clients with multiple businesses to promote. This included school districts as well as downtown businesses and events.
- Utilized Canva and Photoshop to create graphics for social media posts
- Actively maintained a content calendar three weeks in advance to optimize organization of client accounts
- Increased communication efficiency with clients through the introduction of Google workspace.
- Provided onsite photography and videography for events

Social Media Intern

The American Pavilion

May 2019

Social Media Intern

Mort Harris Fitness Center

Oct 2016 - May 2018

## RELATED EXPERIENCE

Graphic Designer

Open Book Theatre

September 2025 - Present

Social Media Manager

The Senate

June 2023 - Present

Social Media Specialist

The Penny Seats Theatre

June 2023 - Jan 2024

Content Creator

Starbucks

Mar 2020 - Dec 2021

Content Creator

Barnes and Nobles

Feb 2018 - Sep 2019