



# SARAH HINZMAN

SOCIAL MEDIA & CONTENT



*Experienced social media strategist and visual artist with a passion for telling stories for brands through thoughtful content creation.*

## SPECIALIZATIONS

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- Social Media Strategy & Management
- Content Strategy & Creation
- Video Planning, Production & Editing
- Brand Identity & Visuals

## WORK EXPERIENCE

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Social Media Manager & Content Creator  
2016 TO 2021

- Manage the digital presence of multiple clients and brands across platforms and website, creating copy and content while monitoring calendars and audience
- Coordinate, curate, & create custom content using a mix of multimedia tools including photo, video, and podcast
- Advise and support clients in their personal or brand content creation with scriptwriting, copywriting, media production and media editing services
- Launch new multi-platform social presence for brands & campaigns, creating copy and content resulting in an organic 800% audience increase

## EDUCATION BACKGROUND

**HARVARD EXTENSION SCHOOL, 2020**  
GRADUATE COURSES IN PHOTOGRAPHY & FILM PRODUCTION

**UNIVERSITY OF NEW HAMPSHIRE, 2016-2019**  
B.A. MARKETING COMMUNICATION & ARTS