

# Sarah Minor

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## GRAPHIC DESIGN

### SOCIAL MEDIA MARKETING

# ILLUSTRATION & GREAT IDEAS

### EDUCATION



2015

#### BACHELORS OF ART

BA, Graphic Design/Sculpture  
University of Alabama at Birmingham

#### AWARD

2015 AAF Gold Addy Award  
Business Campaign - Student

#### CERTIFICATION

- Inbound Marketing
- Social Media Marketing Apprenticeships (10)
- Social Media Marketing for Small Business
- Installing and Running WordPress: MAMP
- Becoming a UX Designer | Lynda.com

### EXPERIENCE

#### COMMUNICATIONS SPECIALIST

UAB - Heersink School of Medicine, Department of Medicine

Birmingham, AL  
08/2021 - present

#### FREELANCE GRAPHIC DESIGNER & DIGITAL MARKETING COORDINATOR

Sarah L Minor Design, LLC

Remote, Tuscaloosa, AL  
08/2010 - present

#### MARKETING SPECIALIST

First Federal Bank - Marketing Department

Tuscaloosa, AL  
05/2019 - 07/2020

#### PROGRAM COORDINATOR

UAB - Department of Microbiology & Dermatology

Birmingham, AL  
12/2018 - present

#### MARKETING CONSULTANT

Keller Williams Realty - The Julie Meggs Realty Group

Remote, Tuscaloosa, AL  
12/2018 - present

#### SOCIAL MEDIA MARKETING COORDINATOR

ACADIUM.co - Social Media Marketing Apprenticeship

Remote, Tuscaloosa, AL  
06/2018 - present

#### OFFICE ASSOCIATE II

UAB - Department of Pathology, Molecular & Cellular Division

Birmingham, AL  
11/2014 - 08/2017

#### DATA PROCESSING COORDINATOR

UAB - OB/GYN Chair's Office, Data Analysis Team

Birmingham, AL  
09/2005 - 10/2014

### SKILLS

#### PROFICIENT

Adobe CC Suite  
Social Media Marketing  
Canva  
WordPress  
Asana  
LucidPress  
Salesforce  
MS Office 365

#### BASIC KNOWLEDGE

Photography  
SEO Marketing  
HTML / CSS  
UI/UX Design  
Adobe After Effects  
Adobe Animation  
Adobe Spark  
Google AdWords  
Google Analytics

#### ON THE JOB SKILLS

Branding  
Typography  
Copywriting  
Page Layout  
Photo/Video Editing  
Project Management  
Time Management  
Problem Solving  
Effective Communication

#### FUN FACTS



avid gamer



types 80wpm



left-handed



♥'s Karaoke

# SARAH LYNN MINOR

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## PROFILE

- 17 years administrative support experience, 12 years graphic design experience, 7 years marketing experience
- Effective verbal & written communicator with program management experience
- Experienced in creatively developing marketing pieces & project planning

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## EDUCATION

**University of Alabama at Birmingham**

**Graduation Date:** April 2015

**Degree:** BA: Graphic Design, minor: Journalism

**The University of Alabama: Bama by Distance**

**Expected Graduation Date:** August 2023

**Degree:** Human Environmental Sciences

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## AWARDS

- 2015 American Advertising Federation Addy Award, Birmingham, AL – Gold

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## SKILLS

Digital & Print Media

SEO knowledge

WordPress

CRM Experience

Strategic Planning

Copyediting/Copywriting

Social Media Mktg

Digital Analytics

Deadline-driven

Content creation

Windows & Mac OS

Adobe Creative Cloud

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## EXPERIENCE

### UAB - Birmingham, AL

### Communications Specialist, 8/2021-present

- Creates, edits, and manages websites via Joomla for each division and center in the Department of Medicine, approximately 26 in total
- Develops, designs, & sends out multiple newsletters via Salesforce/Marketing Cloud
- Develops and maintains best practices/processes for working with faculty and staff
- Develops and maintains projects using Asana
- Creates wire frames in Sketch to plan redevelopment of sites/pages
- Creates, posts, and manages multiple social media accounts

### Sarah L Minor Design - Tuscaloosa, AL & Remote

### Founder, 8/2010-present

- Creates visual concepts to inspire, inform, & captivate ideal audience
- Develops, designs, & maintains client websites using WordPress (setup of domain, hosting, etc.)
- Develop the overall layout & production design for ads, brochures, magazines, branding & more
- Develop, implement, & manage marketing campaigns
- Measure the success of each campaign using analytics tools
- Communicate with industry professionals & influences via social media to create a strong network

### The Socially Connected – Remote

### Graphic & Web Designer, 11/2018-present

- Created visual concepts to captivate ideal audience for social media posts, covers, & more
- Managed/edited website: <https://thesociallyconnected.com> on an as-needed basis using WordPress
- Continue to work on an as-needed basis per project.

### UAB – Birmingham, AL

### Project Coordinator, 12/2018-5/2019

- Handled multifaceted clerical tasks to include confidential financial information
- Worked with faculty, staff, budgets, & procedures to ensure success of the program
- Maintained budget & tracking expenditures/transactions
- Collected, input, & edited documents for grant submissions: including CVs/Resumes

### The Julie Meggs Team – Tuscaloosa, AL

### Marketing Consultant, 11/2018-11/2019

- Developed, implemented, & managed marketing campaigns
- Measured the success of each social media campaign using analytic tools
- Communicated with industry professionals & influencers via social media to create a strong network
- Created visual concepts to inspire, inform, & captivate ideal audience

### Lindsay Glazer Comedy – Remote

### Social Media Marketing Coordinator, 09/2018-09/2019

- Developed, implemented, & managed social media marketing campaigns
- Measured the success of each campaign using analytics tools
- Managed, distributed, & created weekly newsletter
- Created visual concepts to inspire, inform, & captivate ideal audience

**UA – Tuscaloosa, AL****Grants & Contracts Specialist, 08/2017-04/2018**

- Handled multifaceted clerical tasks including confidential financial information
- Researched, collected, & analyzed data for grant proposals for 36 faculty members
- Developed budgets & budget justifications according to federal & state regulations
- Trained faculty in IRB/IACUC requirements for grant proposals
- Collected, input, & edited documents for grant submissions: including CVs/Resumes
- Attended grant training conference in Washington, DC

**Office Associate II, 11/2014-8/2017**

- Handled multifaceted clerical tasks
- Collected, input, & edited documents for grant submissions: including CVs/Resumes
- Prepared & processed requisitions & purchase orders for department
- Created budgets & budget justifications for grant submissions

**UAB – Birmingham, AL****Data Processing Coordinator, 9/2005-10/2014**

- Handled multifaceted clerical tasks & collected, transcribed, & input data for research purposes
- Communicated effectively with diverse co-workers, social workers, nurses, & doctors to ensure timely entry of charts & notes
- Tested, edited, & recommended changes for the new web-based database prototype called OBAR

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**REFERENCES**

1. Megan Lago (Director of Human Resources, *Credit One Bank*)  
P: 702.460.3097 | E: [megan.lago@creditone.com](mailto:megan.lago@creditone.com) | Relationship: 20 years, *Personal*
  2. Jeannette Byrd (Mapping/GIS Specialist, *Tuscaloosa County Public Works*)  
P: 205.310.0021 | E: [cottonnetti@yahoo.com](mailto:cottonnetti@yahoo.com) | Relationship: 10 years, *Professional*
  3. Aaron Hoggle (Dispatcher, *The University of Alabama Police Department*)  
P: 205.765.6408 | E: [ahoggle@uapd.ua.edu](mailto:ahoggle@uapd.ua.edu) | Relationship: 10 years, *Professional*
  4. Julie Meggs (Real Estate Broker, *EXIT Capstone Realty*)  
P: 205.310.8291 | E: [jmeggs@exitcapstonerealty.com](mailto:jmeggs@exitcapstonerealty.com) | Relationship: 7 years, *Professional*
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