

# SARA COSTELLO (she/her)

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## DIGITAL STRATEGIST | SOCIAL MEDIA MANAGER | CONTENT CREATIVE

Proven success in inbound marketing, including extensive content creation and coordination, social media growth, email campaign success, and engaging copywriting. I've managed over 30 clients, written 200+ blogs, boosted email open rates/CTR by 45%+, tripled paid advertising impressions, and revived a website from search purgatory with SEO fixes.

Highly skilled in copywriting and holistic marketing strategy, with experience leading creative projects like film shoots and newsletters. Credited as a creative powerhouse, bringing fresh ideas and new perspectives to grow digital reach.

## CORE SKILLS

- Social Media Management
- Copywriting
- Email Marketing
- Marketing Analytics (GA4 Certified)
- Filming/Editing Videos
- Account Management
- CRM Proficient (HubSpot Certified)
- Paid Ads (Google Ads Certified)
- Skilled in Asana, Canva, CapCut, DataBox, Google Suite, Hootsuite, SEMRush, Sprout Social, and WordPress

## PROFESSIONAL EXPERIENCE

### Independent Digital Marketing Strategist

#### Digital Marketing Strategist | March '24 - Present

- Crafted a **digital strategy for an independent theatrical production**, generating over **8,000 website views** and **500+ ticket link clicks** through paid advertising on Facebook and Google Ads.
- Collaborated with the **Chicago Shakespeare Theatre** on video content for its show, *Paranormal Activity*, creating TikTok and Instagram videos that garnered over **31K views** and **generated \$1500 in profit**.
- **Boosted ticket sales and brand awareness** for a new Chicago-based conference through high-quality video content.
- Written **niche, SEO-focused blogs** for a real estate client.

### Go! Sales and Marketing

#### Lead Copywriter | September '24 - July '25

- Generated **3 weekly newsletters on marketing strategy**, which saw a **45% increase in overall open rate**.
- Composed **monthly marketing copy for 5 diverse clients**, including social media content, paid ads, blogs, and newsletters.
- Performed **in-depth research** to find engaging organic content and used **data-driven strategies to inform my copywriting**.

### Tier One Partners

#### Social Media Manager | July '23 - March '24

- Crafted tailored social media strategies across diverse industries, resulting in **doubled impressions and new leads**.
- Built **5 monthly social media calendars** with a balance of organic and researched curated content.
- Curated, wrote for, and edited Tier One's weekly marketing strategy newsletter, **boosting overall open rate by 45%**.
- Scripted, filmed, performed in, and edited **high-quality video content** for internal accounts and external client presentations.
- **Mentored** two social media interns, helping to build content creation and project management skills.

### Simple Machines Marketing

#### Digital Content Strategist | July '18 - July '23

- Developed and executed marketing strategies for 5+ diverse clients at a time, **from manufacturing to craft ice cubes**.
- Created **fresh, valuable content** to increase digital brand awareness, including **over 100 blogs**.
- **Designed graphics** for ads, mailers, and social media posts.
- Performed **SEO website audits** and fixed search-killing errors.
- Launched and managed **paid advertisement campaigns**, resulting in over **300 conversions** for one client.
- Produced **comprehensive monthly analytics reports**.

## EDUCATION

University of Illinois at Urbana-Champaign, Urbana, IL | **Bachelor of Fine Arts, Minor in French**