

SARA COSTELLO (she/her)

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DIGITAL MARKETER | SOCIAL MEDIA MANAGER | CREATIVE PROFESSIONAL

Proven success in inbound marketing, social media growth, email campaigns, and content creation. I've written 200+ blogs, boosted email open rates/CTR by 45%+, tripled client impressions through paid ads, built a 36K TikTok following, 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 Buffer, Canva, CapCut, DataBox, Google Suite, Hootsuite, SEMRush, Sprout Social, and WordPress

PROFESSIONAL EXPERIENCE

Go! Sales and Marketing

Lead Copywriter | September '24 - Current

Go! Agency drives business growth with expert social media marketing, online advertising, and content creation.

- Generate **3 weekly newsletters on marketing strategy**, which have seen a **45% increase in overall open rate**.
- Compose **monthly marketing copy for 5 diverse clients**, including social media content, paid ads, TikToks and Reels, blogs, and email newsletters.
- Perform **in-depth research** to find engaging organic content for newsletters and social media posts.
- Analyze content performance and use **data-driven strategies to inform my copywriting choices**.

Tier One Partners

Social Media Manager | July '23 - March '24

Tier One Partners is a top PR and marketing agency that turns B2B and B2C tech brands into industry leaders.

- 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.
- **Partnered pro bono** for SafePlace International, which provides shelter and resources for LGBTQ+ refugees.
- **Mentored** two social media interns.

Simple Machines Marketing

Digital Content Strategist | July '18 - July '23

Simple Machines Marketing helps tech, manufacturing, and service companies grow faster with HubSpot.

- Developed successful inbound marketing strategies for diverse clients, **from manufacturing to insurance to craft ice cubes**.
- Created **fresh, valuable content** to increase digital brand awareness, including **over 100 blogs**.
- Managed **5+ client accounts simultaneously**, including building individual social media calendars, emails, and ad campaigns.
- **Designed graphics** for ads, mailers, and social media posts.
- Performed **SEO website audits** and fixed search-killing errors.
- Launched and managed **paid advertisement campaigns** on LinkedIn and Google, 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 in Acting, Minor in French**