

Chattanooga, TN
(423) 619-1022
sarahhedrick.joyner@gmail.com
www.clippings.me/sarahhedrickjoyner

SARAH JOYNER

SKILLS and ABILITIES

Proficient in shaping captivating narratives across diverse platforms, I bring over 8 years of communication and marketing expertise from diverse work environments. Adept in crafting engaging B2C and stakeholder communications, I steer email marketing initiatives through insightful content adjustments, leveraging marketing automation platforms. Serving as the webmaster for VisitChattanooga.com, I drive SEO strategies informed by Google Analytics, overseeing content creation and refreshing. I honed my storytelling finesse, steering marketing campaigns and spearheading crisis communications during pivotal periods. Notably, I led the strategic overhaul of a 6,000+ page university website, ensuring marketable content, SEO optimization, and accessibility.

I have experience in multiple CMS platforms (WordPress, Drupal, Simpleview, OU Campus, Squarespace), email automation systems (Act-On, Mailchimp, Constant Contact,) Google Analytics (Universal and GA4), Adobe Creative Suite (Photoshop, Illustrator, InDesign), Sprout Social, and project management systems (Asana, Trello, Basecamp, Jira).

EXPERIENCE

Chattanooga Tourism Co. | Chattanooga, TN – Digital Marketing Manager

September 2021 – PRESENT

- **Email Marketing and Communication via Marketing Automation Platform:**
 - Develop and send engaging B2C consumer e-blasts, employing clean designs and friendly language. Adapt content based on email analytics, audience feedback, and industry best practices.
 - Partner and Community Stakeholders Emails: Curate and send various communications including monthly newsletters, data reports, and more.
- **Website Strategy and Content Creation:**
 - Serve as webmaster for VisitChattanooga.com and affiliated sites, overseeing day-to-day edits.
 - SEO strategy for on-page optimization, content refreshing, and creation of new content using insights from Google Analytics 4.
 - Editor for VisitChattanooga.com blogs, writing/assigning new blogs, editing existing content.

- **Marketing Internship Manager:** Created our company's marketing internship from scratch. Oversee training and serve as supervisor to the undergraduate students who come through our marketing internship.
- **Digital Asset Management:** Organize and maintain all digital assets in our Media Hub that are shared for internal, media, and partner use. Assisting with sourcing fresh content as needed.
- **Google Ads:** Create and generate partner ads on VisitChattanooga.com using Google Ad software.
- **Social Media:** Serve as interim social media manager. Utilizing Sprout Social to maintain an editorial calendar, posting engaging content to Facebook, Instagram, and more.

The University of Tennessee at Chattanooga, Office of Communications and Marketing | Chattanooga, TN – Staff Writer and Web Content Strategist

JULY 2017 – September 2021

- **Storytelling:** Create and edit content for print and digital platforms, ensuring consistency of tone and editorial style guide standards.
- **Marketing campaigns:** Collaborate with graphic designers, videographers, social media coordinators, web team and university offices to produce campaigns from admissions to annual giving days.
- **Crisis communication:** Assist with written communications including content for websites, social media and emails during emergency situations.
- **Creative lead:** for UTC COVID-19 Winter 2020 and Spring 2021 communication; acting as department liaison and coordinating tasks and strategy with a team of advisors, social media coordinators, videographers and graphic designers.
- **Events:** Create and maintain a community-facing calendar of events.
- **Lead web strategist:** Serve as lead role in strategy and creation/editing of content for the refresh of a 6,000+ page university website; focusing on best practices, marketable content, SEO and accessibility as the site is migrated to the new content management system (Drupal 8).
- **Manage:** team of web editor interns, assigning day-to-day tasks and working within Jira service desk ticketing system.
- **Collaborate:** with key university and community stakeholders (including local media, nonprofits and businesses) in creating compelling, reliable communications.
- **Editor:** Serve as editor for UTC College of Arts and Sciences annual publication Method.

The University of Tennessee at Chattanooga, Office of Communications and Marketing | Chattanooga, TN – Graduate Assistant

JULY 2015 – December 2016

- Seek and follow leads to craft stories highlighting the achievements and people of the university.
- Create and edit content for print and digital platforms including, press releases, web stories for use in social media, magazine features, marketing and recruiting campaigns, handbooks and speeches, among other forms of community and campus communications.

Unum, Customer Service Department | Chattanooga, TN – Customer Service Specialist

July 2014 - February 2015

- Serve as the first line of communication for clients as they update claims and policies, or call with inquiries about their existing coverage.
- Provide wicked-fast and efficient customer service without lacking in compassion and understanding. Easily navigate through a number of different applications within a matter of minutes when accessing information.

Unum, Marketing and Communications Department | Chattanooga, TN – *Community Relations Intern*

January 2014 - July 2014

- Conduct interviews and research to write and edit stories for internal communications.
- Create and design executives' presentations.
- Meet with area nonprofits to enhance corporate giving and Unum's community partnerships.
- Organize corporate fundraisers for the community.

EDUCATION

The University of Tennessee at Chattanooga – MA English: Rhetoric *and Composition*

Graduated - December 2016

Relevant Coursework: Writing Essays for Publication, Teaching College Writing, Rhetorical Theory and Analysis and Grant Writing.

Highlights: Chuck Pierce Memorial Scholarship and Co-Editor of Catalpa, a Magazine of Southern Perspectives

The University of Tennessee at Chattanooga – BA English: *Literature, International Studies Minor*

Graduated - MAY 2014

Relevant Coursework: Writing Beyond the Academy, Editing and Publishing, Writing with Style, Creative Nonfiction and Rhetorical Theory.

Highlights: Dean's List 2010-2014, Member of Sigma Tau Delta Honor Society and UTC Chamber Singers, Marian Jones Tyte English Scholarship, Music Department Performance Grant, published work in Sequoya Review Literary Magazine.