

SARAH G. WAGNER

sarahgwagnerr@gmail.com | (919) 675-5236
sarahgwagner.com | [linkedin.com/in/sarahgwag](https://www.linkedin.com/in/sarahgwag)

EDUCATION

University of North Carolina at Chapel Hill – Chapel Hill, NC Aug 2021 – May 2025
B.A., Media and Journalism (Advertising and Public Relations Concentration); Entrepreneurship Minor

IES Abroad – Barcelona, Spain May – July 2023
Explored Spanish culture and consumer behavior while gaining insight into international branding and market trends.

London School of Economics and Political Science – London, England June – July 2022
Immersed in global business concepts through intensive marketing and economics coursework.

Sail Caribbean – British Virgin Islands and Leeward Islands June 2022
Completed 8 multi-location sailing trips with zero incidents, demonstrating advanced navigation and decision-making skills while coordinating with a 10-person team in high-pressure conditions.

EXPERIENCE

Digital Marketing Lead – *Carolina Harm Reduction Union* | Chapel Hill, NC Feb 2025 – Present

- Execute a targeted Instagram strategy to elevate association footprint and build community engagement.
- Organize post preparation and scheduling with thoroughness to optimize social media visibility, meet weekly benchmarks, and work with the team of 5 directors, verifying compliance with industry guidelines like the CDC.

Marketing Assistant – *ValSource Inc.* | Remote Feb 2024 – Present

- Lead marketing efforts for ValSource and its partners (PIMSHQ, EPREX), supporting rebranding campaigns and streamlining internal communications for ~400 employees through Microsoft 365.
- Create and manage digital content across HubSpot, WordPress, and Canva, including 300 social media posts and redesigned marketing collateral, driving 216K+ LinkedIn impressions and 7.5K+ engagements.
- Partner weekly with the Senior Marketing Director to align on tactics, arrange logistics for 70+ annual global events, and oversee branded promotional items, ensuring timely delivery and consistent visual presence.

Account Associate – *HeelPrint* | Chapel Hill, NC Jan – March 2024

- Directed account by curating and leveraging a media list of 30 local outlets to secure speaking opportunities at events and educational institutions, strengthening the client's reputation.
- Collaborated to amplify client recognition across 3 platforms, increasing digital impact and regional service awareness.

Entrepreneurship Mentor – *The Shuford Program in Entrepreneurship* | Chapel Hill, NC Oct 2023 – May 2024

- Co-facilitated entrepreneurial workshops for 40 students, building practical skills through immersive exercises, one-on-one mentorship, and ongoing peer sessions.
- Contributed to 3 planning discussions per workshop with program supervisors to shape curriculum and framework.

Brand Ambassador – *Hussman School of Journalism and Media* | Chapel Hill, NC Aug 2023 – Present

- Serve as a representative and brand ambassador for Hussman, promoting the program's value to prospective students and industry stakeholders through 2-4 hours per week of events, presentations, and targeted outreach.
- Spearhead involvement of ~40 faculty and alumni to maximize program exposure, identity, and progression.

Marketing and Social Media Intern – *Oliver and Co. Social Media Marketing* | Remote Jan – May 2023

- Developed engaging social media material for 6 diverse businesses like Korchmar and SlumberPod, including blogs, captions, and graphics, maintaining cohesive online profiles.
- Delivered 5 end-of-month reports to founder, summarizing key performance insights and growth across each campaign.

Marketing Intern – *Sokal Media Group* | Raleigh, NC May 2022

- Pitched innovative marketing concepts in 4 leadership meetings, influencing creative decisions and expanding direction.
- Orchestrated a TikTok initiative alongside a 6-person marketing team, resulting in a 27% increase in reach.

Senior Sailing Counselor – *YMCA Camp Seafarer* | Arapahoe, NC June – Aug 2021, July – Aug 2023

- Guided children ages 7+ in a positive, growth-oriented environment while teaching foundational sailing techniques.
- Supervised a cabin of 12 campers, inspiring leadership development and teamwork through structured activities.