

# Sara Zuehlke

Hi there! My name is Sara and I'm a dedicated digital marketing professional currently working for one of Minnesota's top real-estate firms, Roers Companies. I love creating content and working with other passionate individuals looking to make a difference, no matter the size or impact. I'm a deadline-driven and highly self-motivated leader (enneagram #3) who enjoys working with others. Let's chat!

## Contact Information

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## Education

### UNIVERSITY OF MISSOURI - COLUMBIA

Bachelor of Journalism - 3.6 GPA  
Emphasis in Digital Strategy  
Minor in Business

## Skills & Certifications

Adobe Creative Cloud • Creative Writing •  
Social Media Strategy • Market Research •  
Press Releases • AP Stylebook • Website  
Creation • Search Engine Optimization  
(SEO) • Layout Design • Content Strategy

Google Analytics Certified (exp. April 2024)  
Google Ad Search Certification (ID:  
78017400)

## Experience

### ROERS COMPANIES

#### Digital Marketing Specialist | July 22 - Current

- Writing content for websites, print collateral, and email marketing campaigns
- Designing marketing materials for properties and corporate brands
- Utilizing marketing technology systems to enhance customer reviews, engage and retain residents, and nurture leads
- Creating content for our resident loyalty program and social media channels

### UPROER

#### SEO Analyst | Oct 21 - April 22

- Manage 3-5 client's SEO content strategy and effectively communicate action items in bi-weekly check-ins
- Independently conduct insightful, actionable SEO reporting for existing clients
- Actively worked on keyword strategy and research

### ARTFUL LIVING MAGAZINE

#### Account/Project Manager | Oct 19-April 21

- Work firsthand with clients to fulfill digital advertising promises.
- Pitch 2-3 articles a week to be created/ produced on the website.
- Work closely in the creation and execution process of all digital marketing initiatives