

SAGE BAYRUNS

Special Projects Coordinator - Social Media Strategist

sagebayruns.com

EDUCATION

Savannah College of Art and Design
BFA Social Strategy and Management
Minor: Advertising Art Direction
Summa Cum Laude

SKILLS

Type A-Level Organization
Social Media Management
Trend Forecasting
Event Coordination
Content Creation
Copywriting
Pitch Deck Design
Data Analyzation
Project Management
Brand Partnerships
Client Relations
Communication

SOFTWARE

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe XD
Procreate
Microsoft Office
Canva
Google Workspace
Mailchimp
SocialPilot

EXPERTISE

Aerial Hammock
Aerial Silks
Collaging
Cooking
Lyra
House Hunting
Binge-watching
Traveling

EXPERIENCE

Ashley Longshore **Remote**
Special Projects Coordinator **01,2024-Present**

- Coordinated 20+ ongoing projects at a time
- Managed meeting invites and calendars
- Worked directly with artist Ashley Longshore and brands to ensure successful collaborations
- Created pitch decks and organized events
- Worked with our PR team and agents to ensure all projects aligned with the brand's vision
- Found that I thrive on using humor in the workplace

Content Coordinator **06,2023-Present**
Contracted Social Media Manager **10,2022-06,2023**

- Posted 20+ posts a week across multiple channels
- Forecasted and Researched trends
- Copywriting for e-mail marketing and socials
- Tracked engagement and synthesized data
- Learned so many vulgar Southern phrases

Outside Brands **08-10, 2022**
Marketing Intern **Hilton Head, SC**

- Shot and edited content for Instagram and Tiktok
- Wrote captions and monthly blog posts
- Designed event flyers and company stickers
- Wrote newsletters for e-mail Marketing through Mailchimp
- Became an expert at shooting content on a kayak

Gnarly (Student Thesis Film) **05-12, 2021**
Social Media Manager **Savannah, Ga**

- Created a weekly posting schedule through Sheets
- Collaborated with a Project Manager to create a social media presence
- Worked with Instagram Ads to reach a larger audience
- Raised money through IndieGogo to fund the film
- Learned how to speak in skater terms

ACHIEVEMENTS

WOWIE Awards **2024**
The Curated Feed Award

Ashley Longshore nominated for Best Social Media (Education/Lifestyle)