

SAGE BAYRUNS

Special Projects Coordinator - Social Media Manager

sagebayruns.com

EXPERIENCE

Ashley Longshore

Remote

Special Projects Coordinator

January 2024-Present

- Lead cross-functional coordination and strategic communications for special projects between Ashley Longshore and high-profile brand partners, ensuring alignment with brand vision, timelines, and deliverables.
- Oversaw communications with partner brands including Maker's Mark, Live Nation Women, Judith Leiber, Rizzoli, and Harwell Godfrey.
- Organized and managed meetings, project timelines, and company calendars across internal and external stakeholders.
- Partnered with brands to plan events, activations, and key project deliverables.
- Developed pitch decks and presented creative concepts to brand stakeholders and decision-makers.
- Collaborated with PR team and agency partners to maintain cohesive messaging and strategic brand direction.
- Found that I thrive using humor in the workplace.

Social Media Manager

June 2023-Present

Contracted Social Media Manager

October 2022-June 2023

- Spearheaded comprehensive digital strategy and content execution for high-growth social channels, leveraging trend analysis and storytelling to drive engagement for a combined audience of 400,000+ followers and subscribers.
- Delivered consistent weekly output of 20+ posts across Instagram and TikTok.
- Directed daily operations for three accounts reaching over 400,000 followers.
- Researched and identified emerging trends to inform creative direction.
- Wrote email marketing copy for an audience of over 40,000 subscribers.
- Monitored key performance indicators and summarized insights.
- Executed social campaigns connected to brand collaborations.
- Maintained a weekly content schedule to support brand consistency.
- Learned so many vulgar southern phrases.

Outside Brands

Hilton Head, SC

Marketing Intern

August 2022 - October 2022

- Orchestrated multi-channel content creation and brand design, blending visual storytelling with targeted copywriting to enhance digital presence across social media, editorial blogs, and email marketing platforms.
- Created and refined visual and written content for Instagram and TikTok
- Authored captions and recurring blog features.
- Designed marketing pieces such as event flyers and company stickers.
- Developed email newsletters through Mailchimp.
- Became an expert at filming content on a kayak.

ACHIEVEMENTS

WOWIE Awards

June 2024

The Curated Feed Award

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

SKILLS

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

SOFTWARE

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

EXPERTISE

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

EDUCATION

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