



KATIE SARDONIA

Passionate Communicator | Digital Content Creator

 katie.sardonia@gmail.com

 678.536.3777

 Alpharetta, GA

 Katie Sardonia

SKILLS

Campaign Development and Implementation

Graphic Design

Salesforce CRM

Content Creation

Social Media Management

Adobe Creative Suite/Canva

Microsoft Office

Blackboard/Canvas

Qualtrics Survey Platform

Google Analytic Certification

Lead Generation Research

Email Marketing

Photography

Event Planning

EDUCATION

BACHELOR OF ARTS

Communications/Public Relations
Berry College | Mount Berry, GA
2019-2023

LEADERSHIP

Coalition for Neurodiverse and Disability
Rights Executive Board Member

SUMMARY

Passionate digital marketer with a demonstrated history of leading various digital content marketing initiatives at several local organizations. Action oriented team player, creative, innovative, and motivated to gain new skills. Superb communication skills with talent in developing innovative public relations and marketing strategies.

MOST RECENT PROFESSIONAL EXPERIENCE

PUBLIC RELATIONS COORDINATOR

February 2021 - May 2023

Berry College Chaplain's Office | Mount Berry, GA

- Increased overall social media platform engagement by 50% (in terms of unique visitors)
- Assisted in the promotional growth of weekly services (which has 50-70 individuals in attendance on average) as well as special events attracting at minimum 150 students
- Composed press releases about special events to be published and distributed through the Berry College website and surrounding Rome community

DIGITAL CONTENT INTERN

December 2021 - May 2022

Turner Fitness Coaching | Boston, MA (remote)

- Managed several social media platforms (LinkedIn, Facebook, Instagram) and increased overall engagement by 45% by way of unique visitors (turned followers)
- Researched over 100 marketing strategies and implemented 4 unique public relations campaigns in order to expand the business within the broader community and nationally
- Created a public relations media kit to enhance company social media presence

ASSISTANT PHOTOGRAPHER

May 2021- August 2021

Camp All American at Perimeter Church | Johns Creek, GA

- Captured, edited, and uploaded a minimum of 150 high quality images weekly for use on the website and social media platforms, as well as for camper parent viewing and use
- Assisted in the weekly implementation of photographing, editing, and delivering 75+ counselor and camper group photos
- Supported in weekly social media platform content creation