

Sara Bertolini

(770)-833-4716 • sarajbertolini@gmail.com • sarabertolini.com

WORK-RELATED EXPERIENCE

Media Analytics Certificate Program, Consultant 2018-present

- Consulting for a non-profit radio station's Google Analytics and social media content
- Create program schedule analysis including local news & broadcast primetime entertainment
- Analyze and develop future strategies using box office results and social media analytics

Talking Dog Agency, Project Manager 2018-present

- Lead and guide strategists through conducting primary and secondary research about advertising agency's local, national, and international clients
- Organize and supervise creation of survey and focus groups to conduct research about Gen Z
- Create Tableau data visualizations for use in pitches to future clients

UGA Small Business Development Center, Marketing Graduate Assistant 2017-present

- Report quarterly analytics for Facebook, Twitter, and Constant Contact for 17 state-wide offices
- Create social graphics with Adobe InDesign for social media ads on Facebook and LinkedIn
- Develop and present training presentations on marketing strategies and skills at statewide meetings

Moxie, Intelligence Intern 2017

- Assisted in the setup and quality assurance of a national retailer's bi-monthly digital campaigns involving decision trees, creative taxonomy, tag implementation, and post-live data checks
- Created data visualizations of a national retailer's YTD sales performance data using Tableau
- Completed a retail industry analysis using primary and secondary research and presented findings to company managers

Turner Broadcasting/Grady College Fellowship, Entertainment Marketing Research Intern 2016

- Analyzed data and created reports from consumer panel surveys to be used in department-wide emails
- Created report by comparing common themes from social media posts of 3 TBS/TNT shows and comparing engagement levels to each show's competitors

LEADERSHIP EXPERIENCE

Grady Newsource, Senior Production Manager (promoted from crew member and show manager) 2018-present

- Lead 24 show managers through technical production of live news broadcasts to Northeast Georgia
- Conduct bi-semester performance reviews with all show managers and create weekly shift schedules
- Hold one-on-one training sessions for technical positions of director, liveshot coordinator, editor, and camera, audio, and teleprompter operators

ADPR Connection, Co-Director 2017

- Coordinated career fair of 215+ advertising and public relations students, 90+ employers, and 6 career development panels
- Interviewed candidates for and oversaw four event-prep committees

EDUCATION

The University of Georgia, Athens, GA

Master of Arts in Journalism **Emphasis:** Emerging Media **Graduate Certificate:** Media Analytics 2019

Bachelor of Arts in Journalism **Major:** Advertising **Minor:** Chinese 2017

Bachelor of Business Administration **Major:** Marketing 2017

TECHNICAL SKILLS

Adobe Creative Cloud (InDesign, Photoshop, Premiere), Microsoft Office (Word, PowerPoint, Excel), Tableau, Google Analytics, Facebook Ad Manager, LinkedIn Campaign Manager, Crimson Hexagon, WordPress