

Sarah Noble

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Strategic and creative marketing professional with three years of experience driving audience engagement, brand visibility, and digital growth through social media strategy, content creation, and campaign execution. Passionate about using strategy, creativity, and collaboration to support business goals and drive customer acquisition.

EXPERIENCE

SeneGence International | Sapulpa, OK

Marketing Specialist (*Promotion*) | January 2025 - January 2026

- Owned multi-channel social media strategy and execution across Facebook, Instagram, TikTok, YouTube, Pinterest, and LinkedIn, including content ideation and creation, copywriting, community engagement, and calendar planning.
- Developed content calendars, platform strategies, and community engagement initiatives aligned with broader marketing and business objectives.
- Built and managed influencer and creator partnerships to expand reach, strengthen brand storytelling, and increase audience acquisition opportunities.
- Supported go-to-market execution for product launches through integrated social campaigns and activation planning.
- Analyzed campaign performance metrics to identify trends, optimize content strategy, and improve future campaigns.
- Collaborated with marketing, creative, and executive teams to produce high-performing visual and written content.
- Led end-to-end execution of social contests, including creative development, moderation, and performance analysis.

Social Media and Public Relations Coordinator | April 2023 - December 2024

- Managed community engagement strategy across all social platforms, strengthening customer relationships and audience retention.
- Produced and scheduled platform-specific content designed to support campaign objectives, maintain brand consistency, and improve engagement performance.
- Led influencer outreach initiatives, generating 9M+ combined reach across Instagram and TikTok.
- Delivered monthly analytics reports to identify growth opportunities, measure campaign effectiveness, and guide data-driven strategy.
- Secured industry recognition for a hero product and coordinated earned media initiatives reaching 26M+ impressions.
- Developed targeted media and influencer outreach strategies to strengthen strategic partnerships and expand brand visibility.

TGI Enterprises | Tulsa, OK

Social Media Coordinator and Analyst | August 2022 - April 2023

- Developed and executed data-driven social media strategies to improve brand growth and platform engagement.
- Produced written, photo, and video content while maintaining a cohesive brand voice and visual identity.
- Managed social media calendars and adapted content formats based on emerging trends and platform best practices.
- Fostered community relationships by responding to comments, inquiries, and messages.
- Increased social following by 5K+ users and spearheaded TikTok campaigns that generated 1.8M+ views.
- Analyzed performance data and presented monthly insights to leadership to guide strategy.
- Facilitated the development of influencer marketing strategies that amplified brand visibility.
- Strengthened engagement by identifying trends, producing creative content, and cultivating influencer collaborations.

EDUCATION

Oklahoma State University | Bachelor of Science in Strategic Communications; Minor in Marketing

May 2022

- **Extracurriculars:** National Student Advertising Competition Team

SKILLS

Google Analytics | Meta Business Suite | Sprout Social | CapCut | Canva | Adobe Creative Suite | Copywriting | Analytics & Reporting | Community Management | Influencer Marketing | Trend Analysis | Content Strategy | Content Calendar Planning