

Sarah Noble

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Strategic and creative Marketing Specialist with three years of experience creating on-trend social media content, shaping brand stories, and growing online communities. Passionate about using strategy, creativity, and collaboration to drive engagement and support business goals.

EXPERIENCE

Marketing Specialist January 2025 - Present
SeneGence | Sapulpa, OK

- Manage the brand's multi-platform social media presence (Facebook, Instagram, YouTube, TikTok, Pinterest, LinkedIn), including content ideation, copywriting, scheduling, community engagement, and calendar planning.
- Cultivate influencer and creator partnerships to broaden storytelling and audience reach.
- Collaborate cross-functionally to produce original, high-quality visual and written content.
- Assist in developing and executing marketing activation plans to support product launches, ensuring alignment with brand goals and key business objectives.
- Analyze post-launch performance to optimize social media strategy and inform future creative direction.
- Manage social contests end-to-end, including content creation, scheduling, moderation, and post-event reporting.

Social Media and Public Relations Coordinator April 2023 - December 2024
SeneGence | Sapulpa, OK

- Managed daily community engagement by responding to comments, tags, mentions, and messages across all social platforms to build relationships and create meaningful brand moments.
- Produced and scheduled visual and written content that upheld brand voice, aesthetics, and strategic goals.
- Led influencer outreach efforts that generated UGC with a combined reach of 9M+ across Instagram and TikTok.
- Delivered monthly analytics reports to measure campaigns, spot trends, and guide data-driven strategy.
- Led holiday social campaigns, overseeing concepting, content, copy, and influencer collaborations.
- Secured an industry award for a hero product and coordinated earned media reaching 26M+ unique viewers.
- Executed strategic media and influencer pitching, curating personalized product packages to strengthen key partnerships and expand brand visibility.

Social Media Coordinator and Analyst August 2022 - April 2023
TGI Enterprises | Tulsa, OK

- 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 3K+ 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 | Microsoft Office | Canva | Adobe Creative Suite | Content Creation | Copywriting | Analytics & Reporting | Community Management | Influencer Marketing | Trend Analysis | Content Strategy | Social Media Calendar Planning

References are available upon request.