

Sarah Goldbaum

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Education

New York University, New York, NY (9/05 - 9/08)

- Major: Communications, with a concentration in Graphic Communications
- Minor: Creative Writing
- GPA: 3.52, Honors Scholar

Experience

Skyline's DirectFED Payment Solutions, Los Angeles, CA (2/10 - present)

Creative Lead

- Copywriting and design for all marketing materials including sales sheets and presentations
- Daily maintenance of website content
- Design and coding of e-blasts, including internal newsletter
- Social media projects, including Blog, Twitter, LinkedIn, YouTube videos
- Interface with outside vendors including web design firm, PR firm, Google, printer, e-mail marketing

Molina Healthcare, Inc., Long Beach, CA (7/09 - 2/10)

Web Specialist

- Daily maintenance of website content
- Design of webpage layouts
- Social media projects, including Podcasts, Blog, Facebook, and Twitter; establishment of social media guidelines for both public and internal use
- Maintenance of Marketing Department Intranet on MS SharePoint
- Aided in photo shoot direction

Jazz at Lincoln Center, New York, NY (11/05 - 5/08, 8/08)

Web Project/Management Assistant

- Built out website redesign; designed and coded additional expansions
- Adapted print collateral for online marketing including web ads, eblasts, and LCD marquee screens
- Wrote copy for website and copy-edited for both web and print design
- Prepared music soundbites and video for web with Cacophany and Real
- Worked with Public Relations to post Press Releases, Press Kits, and a Photo Desk on the web
- Maintained database of concert listings
- Established a public blog and two internal blogs with Wordpress

Clients

- The Moto Group, Hermosa Beach, CA (5/09-6/09) // themotogroup.com
- Addiction Research & Treatment Center, New York, NY (4/09 - 5/09) // artccooks.org
- Jennifer Designs, Los Angeles, CA (9/08 - 1/09) // jenniferdesignsjewelry.com
- MOMS Club, Hermosa Beach, CA Chapter, Hermosa Beach, CA (12/07 - 3/08) // hbmomsclub.org
- S.Baca Consulting, Hermosa Beach, CA (7/07 - 9/07) // sbacaconsulting.com
- ShopGopher, LLC, New York, NY (12/06-3/07) // shopgopher.com

Skills

Microsoft Office Suite; Quark XPress; Adobe CS4; HTML, DHTML, CSS, PHP, JavaScript, Wordpress