

SARAH FREEMAN

EXPERIENCE

UNIVERSITY OF GEORGIA, GRADY COLLEGE OF JOURNALISM & MASS COMMUNICATION – ATHENS, GEORGIA

DIRECTOR OF COMMUNICATIONS, 9/13 – PRESENT

Direct all digital, written and graphic marketing efforts for 60-member faculty of top-three journalism college in the country.

Management responsibilities include:

- ✎ Developing strategic communications systems
- ✎ Directing major website redesign for Grady.uga.edu and conversion to Word Press platform; managing creation of Centennial celebration website Grady100.uga.edu
- ✎ Overseeing all content on website
- ✎ Editor-in-Chief of bi-annual alumni newsletter
- ✎ Writing multiple press releases and features every week
- ✎ Directing major social media efforts including Twitter, Instagram and analytics
- ✎ Member of External Relations team which planned all events and communications for year-long centennial celebration
- ✎ Assisting with Peabody Awards features and on-site social media coverage

THE UNIVERSITY OF GEORGIA, COLLEGE OF VETERINARY MEDICINE – ATHENS, GEORGIA

HOSPITAL COMMUNICATIONS DIRECTOR, 9/11 – 9/13

Responsible for marketing and communications activities associated with the Veterinary Teaching Hospital, as well as serving on the development team.

Tasks included:

- ✎ Writing, designing and producing bi-monthly electronic newsletters, bi-annual printed newsletters, press releases and collateral pieces
- ✎ Creating customer-service experience program
- ✎ Contributing as member of development team working on securing major gifts

THE GEORGIA CLUB — STATHAM, GEORGIA

DIRECTOR OF MEMBERSHIP & MARKETING, 3/02 – 8/11

Oversee all marketing and public relations programs, as well as all membership sales, event coordination, and liaison responsibilities.

Initiatives included:

- ✎ Managing \$800,000 annual budget for real estate, food & beverage, golf and membership promotion
- ✎ Directing public relations efforts including managing PR agency, media outreach, press release writing, newsletter development
- ✎ Supervising marketing programs including creative design and media buying
- ✎ Controlling vibrant online marketing presence including website, blog, three electronic newsletters, Facebook, Twitter and other social media outlets
- ✎ Administering all activities related to TGC Foundation, a 501(c)3 non-profit, including major fundraisers (ie: Tour of Homes, 5-K Race, Celebrity Golf Tournament), community outreach and communications
- ✎ Coordinating numerous events including Southern Living Idea House program, golf tournaments, concert trips, Expanding Horizon series, holiday events

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REYNOLDS ON LAKE OCONEE — GREENSBORO, GEORGIA

MANAGER, MARKETING AND PUBLIC RELATIONS, 1/01-2/02

In charge of all external real estate and resort marketing, as well as internal communications, for residential golf community and resort.

Accomplishments included:

- ✎ Managing five-person department and \$2.4 million marketing budget
- ✎ Serving as day-to-day liaison with advertising and PR agencies
- ✎ Implementing new software system for 10,000-prospect data base and lead generation report system
- ✎ Overseeing website, including production of new design
- ✎ Directing projects including trade show display production, newsletters, magazine creation, photo shoots, award-winning video and research projects

MEMBERSHIP DIRECTOR, 6/98-1/01

Responsibilities included:

- ✎ Serving as liaison between the Club and 1,500-membership
- ✎ Selling memberships and overseeing membership application process

MARKETING ASSISTANT, 4/95-4/98; COMMUNICATIONS MANAGER, 4/98-6/98

Accomplishments included:

- ✎ Writing, editing, art directing and printing quarterly newsletter with 15,000-circ.
- ✎ Coordinating marketing materials and media for PGA golf tournament
- ✎ Coordinating production of all collateral materials

LORD, SULLIVAN & YODER PUBLIC RELATIONS — COLUMBUS, OHIO

ACCOUNT EXECUTIVE, 7/92-6/94; ACCOUNT ASSOCIATE, 10/91-7/92; INTERN, 3/91-10/91

Accountable for program development and project execution for clients including AmeriFlora '92, Borden, Donatos, Nestle Ice Cream Company, and The Scotts Co.

HYATT REGENCY CINCINNATI — CINCINNATI, OHIO

PUBLIC RELATIONS ASSISTANT, SPRING, 1990

PROFESSIONAL AND VOLUNTEER ACTIVITIES

ATHENS AREA CHAMBER OF COMMERCE, 2012-2013

- ✎ LEAD Athens (2012-2013); Women in Business Board of Directors (2013-2014)

ATHENS AREA HOMELESS SHELTER, 2013-2015

- ✎ Board of Directors

OCONEE COUNTY CHAMBER OF COMMERCE, 2003-2008

- ✎ Leadership Oconee; Ambassador Committee Chair; Board of Directors

EDUCATION

UNIVERSITY OF GEORGIA, ATHENS, GEORGIA

- ✎ Master of Arts in Emerging Media, 2020

GEORGIA STATE UNIVERSITY, ATLANTA, GEORGIA

- ✎ Master of Business Administration, Marketing Concentration, 2003

MIAMI UNIVERSITY, OXFORD, OHIO

- ✎ Bachelor of Art degree with Public Relations emphasis, 1990