

# SARA GLEIM

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## EXPERIENCE

### Assistant Marketing Director

*Chi Omega Fraternity*

Jan 2024 – Present

Gainesville, FL

- **Social Media Strategy:** Spearhead content creation, increasing Instagram followers by 17.6% within the first 2 months of my position and launched a TikTok account.
- **Networking:** Reach out to companies and organize brand partnerships to create content, ensuring alignment with brand identity.
- **Leadership:** Guiding the marketing team, fostering collaboration among members, and taking initiative in executing innovative content strategies that will boost engagement.

### Social Media Marketing Intern

*CLC Enterprises*

Jan 2024 – Mar 2024

Remote

- **Research:** Researched market trends and target audience to enhance overall brand strategy.
- **Content Creation & Editing:** Created engaging social media content using Canva and Adobe, aligning with brand goals and identity.
- **Analytics:** Analyzed social metrics to drive data-given insights and optimize social media performance.

### Position Title Here

*Dance Alive National Ballet*

Jan 2023 – Apr 2023

Gainesville, FL

- **Paid Media:** Managed PPC advertising campaigns, boosting visibility by 20-30k views per campaign.
- **Content Development:** Created visual and video content for social media, ensuring alignment with DANB's vision and increasing brand awareness.
- **Social Media Strategy:** Collaborated with the marketing team to refine social media strategies based on emerging social media trends.

### Editor

*Chi Omega Fraternity*

Feb 2023 – Mar 2024

Gainesville, FL

- **Accountability:** Managed and updated the chapter's official website using Wix Website Builder.
- **Collaboration:** Collaborated with team members to strategize content updates that drove traffic to the site.
- **Content Development:** Led the content creation processes for biweekly blog posts, increasing engagement within the community.

### Brand Ambassador

*Strike Magazine*

Jan 23 – May 23

Gainesville, FL

- **Social Media:** Promoted the brand on all social platforms creating content that aligned with the magazine's focus on culture, fashion, and art.
- **Collaboration:** Communicated and collaborated on with marketing and PR teams to develop strategies for increasing brand visibility and engagement across social media
- **Professional Development:** Gained hands-on experience in marketing, PR, and sales through shadowing and networking with industry professionals.

## EDUCATION

Bachelor of Science, Advertising  
University of Florida

2025

## DISTINCTIONS

- **Graduate Certifications:** AI Application and Fundamentals, Media Sales and Account Management.
- **Technical Proficiency:** Adobe Creative Suite, Canva, Hootsuite, Monday.com, CapCut, Microsoft Office Suite (Excel, PowerPoint, MS Word), Google Workspace (Sheets, Docs, Slides, Forms)