

Sarah Taylor

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AssistingETC.com/JenniferShouldHireSarah

MULTIMEDIA & DESIGN SKILLS

- **GRAPHIC DESIGN:** Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, and Procreate
- **VIDEO EDITING:** Experience with Final Cut Pro, iMovie, Capcut, or equivalent software.
- **CONTENT CREATION:** Skilled in creating visuals, infographics, and multimedia content for various platforms.
- **PHOTOGRAPHY & VIDEOGRAPHY:** Able to shoot, edit, and optimize visual content.

SOCIAL MEDIA MANAGEMENT

- **PLATFORM EXPERTISE:** Strong working knowledge of Instagram, Facebook, TikTok, Twitter (X), LinkedIn, WordPress, and YouTube.
- **SOCIAL MEDIA STRATEGY:** Experience in crafting campaigns, growing followers, and increasing engagement.
- **CONTENT SCHEDULING & ANALYTICS:** Familiar with tools like Buffer and social media analytics (Google Analytics, Meta Insights).
- **COPYWRITING:** Strong ability to write engaging captions, posts, and social media ads.

SOFTWARE PROFICIENCIES

- **OFFICE SOFTWARE:** Proficient in Microsoft Office Suite (Word, Excel, PowerPoint) and Google Workspace.
- **PROJECT MANAGEMENT:** Skilled in using tools like Asana, Slack, or Calendly to manage projects and deadlines.
- **COMMUNICATION:** Strong written and verbal communication skills for internal and client-facing correspondence.
- **ORGANIZATION:** Detail-oriented with the ability to multitask and prioritize assignments efficiently.

EMPLOYMENT *

ARCGIS MAPPING COORDINATOR

at PLATTE COUNTY WEED AND PEST Wheatland, WY ▪ 2022 - Present

- Responsible for Maintaining and Managing GPS Data,
- Designing and Implementing Mapping Protocols,
- Collecting Field Data to Create Trend Analysis' of Noxious Weeds and Pests for Both Private and Public Lands,
- Identifying Weeds, Insects, and some Fungi,
- Maintaining a Safe Work Environment as the Safety Officer,
- Managing and Developing Website and Social Media Content,
- Providing General Office Assistance,
- Operating a Forklift,
- Managing Chemical Inventory,
- Providing Chemical Recommendations

ONLINE BUSINESS MANAGER/FOUNDER

at ASSISTINGETC Wheatland, WY ▪ 2017 - Present

- Perform general office duties, including scheduling, correspondence, and task organization.
- Develop graphics, videos, and social media posts.
- Strategize and manage social media accounts for brand growth.
- Create and edit visual and multimedia content.
- Provide Registered Agent services, mail management, Notary Public services, and insurance solutions.

MARKETING ANALYST/ADVERTISING TECHNICIAN

at MENARD INC Eau Claire, WI ▪ 2005 – 2007

- Responsible for organizing all correspondence and SKU information for specific buying groups to benefit Menard, INC.
- Communication with vendors and product representatives to negotiate sale prices and inventory.
- General office duties.
- Use of Adobe Creative Suite CS2 - i.e. Photoshop, Illustrator, and PageBuilder, as well as Acrobat Reader and QuarkXPress 7.
- Working Knowledge of CMYK vs. RGB color-scale printing.
- Conversion of pages to XML format for website advertising.

* FULL EMPLOYMENT HISTORY AVAILABLE UPON REQUEST

COMMUNITY

PLATTE COUNTY SENIOR CITIZENS SERVICE DISTRICT

TREASURER ▪ 2022 – Present (Elected Position)

- Overseeing a Special District allotment of two Mill Levies from Platte County to provide additional funding to any organization within the county that offers congregate, and home delivered meals, transportation, health and socialization, exercise, and educational opportunities to the county resident senior citizens.

EDUCATION

DANCE PERFORMANCE Casper College Casper, WY

2008 – 2015

GPA: 3.75

GENERAL DIPLOMA Wheatland High School Wheatland, WY

1999 – 2003

GPA: 3.0

REFERENCES AVAILABLE UPON REQUEST