



SARA ANN (SARA FRANCIS) RACITI

Social Media Marketer,
Media & Instructional
Designer/Producer,
and Author

WALDEN, NY

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PORTFOLIO

EDUCATION

BACHELORS: MEDIA COMMUNICATIONS
Full Sail University
February 2019
GPA: 4.0

MASTERS: INSTRUCTIONAL TECH AND DESIGN
Full Sail University
March 2020
GPA: 3.96



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WORK EXPERIENCE

SOCIAL MEDIA MANAGER & PRODUCER LEGOLAND® New York Resort | Goshen, NY

March 2019 - Present

- » Develop, implement, and execute a fresh, creative, and relevant social media strategy for all social media channels to increase awareness, drive revenue, and remain top of mind pre/during/post Grand Opening before and throughout the COVID-19 Pandemic
- » Manage Facebook, Instagram, YouTube, Twitter, Blog, Facebook & Instagram Shops
- » Responsible for social media crisis communications
- » Manage and ensure brand consistency across social and digital platforms
- » Track, report, and present social media performance and make necessary adjustments to grow following and engagement (grew total following by 21% from Jan 2021 - Jun 2020 while being sensitive of the COVID-19 Pandemic)
- » Produce strong, high quality, engaging content covering video, still images, graphics, text, Instagram reels, stories, blog content, instructional content, and paid advertisements (50+ pieces of content/month)

CONTENT CREATOR AND SOCIAL MEDIA MARKETING ASSISTANT Array of Hope | Old Tappan, NJ

January 2018 - March 2019

- » Designed all engaging social media, print, and digital content (40+ pieces / month)
- » Managed social media channels (Boosted engagement by 80% between 2018 - 2019.)
- » Assisted in developing social media, PR, and marketing strategies
- » Composed 1 - 3 min scripts, blogs of 800 - 1000 words, and 1 - 3 min presentations
- » Maintained brand consistency in designs and online persona
- » Presented on camera and at live events of 300 - 1,000 attendees

FOUNDER, AUTHOR, AND MARKETING MANAGER SF Publishing | Walden, NY

January 2015 - Present

- » Handles social media branded design and marketing (Boosted engagement by 80% between June 2018 - December 2018)
- » Designs engaging, brand centered social media content (30+ pieces / month)
- » Composes, designs, and develops all print, digital, video, and promotional content
- » Designs and maintains websites according to brand guidelines
- » Authors and edits 3+ novels (150K+ words) and 100+ blogs (600 - 1500 words)
- » Coordinates partnerships with vendors, distributors, event centers, etc.
- » Presents workshops and presentations to youth and young adults

TEACHER AND MEDIA MANAGER St. Therese Classical Academy | Chester, NY

September 2015 - August 2020

- » Developed and maintained the school's brand identity across social, digital, and print
- » Designed and implemented lesson plans in various subjects for grades 1-12
- » Composed, designed, and developed all print, digital, video, and promotional content
- » Managed social media channels (Facebook, Twitter, Instagram, YouTube, LinkedIn)
- » Organized promotional events of 100 - 500 attendees (students, faculty, and families)

SOFTWARE

- » Entire Adobe Creative Suite
- » FB/IG Analytics
- » Facebook Business
- » Google Analytics
- » Facebook
- » Instagram
- » Twitter
- » Pinterest
- » YouTube
- » TikTok
- » MS Office Suite
- » Wix
- » Squarespace
- » Falcon.io
- » Canva
- » Social Media Marketing
- » Brand Management
- » Graphic Design
- » Instructional Design
- » Visual Art

SKILLS

- » Writing/Editing
- » Photography
- » Story Telling
- » Efficient
- » Creative
- » Organized
- » Personable
- » Reliable