

Sara Turnley

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EDUCATION: B.A., Public Relations Communications, Auburn University, 2017

PROFESSIONAL EXPERIENCE

Gaylord-Hansen Team at CrossCountry Mortgage – San Diego, CA

Social Media, Marketing Coordinator

2021 – 2022

Creative Director

- Directed filming sessions with team members to create educational content for social media
- Created, hosted and directed daily, live podcast shows streamed to YouTube, Facebook and LinkedIn
- Filmed marketing & business events with industry professionals
- Filmed, created and edited content for Instagram Reels, YouTube Shorts, TikTok and Facebook Reels

Social Media & Marketing

- Created social media content; scheduled and managed daily social media editorial calendar
- Managed and maintained 10+ social media accounts (team & individual) across multiple platforms
- Responsible for creating and monitoring social media paid advertising (Facebook & Instagram)
- Influence manager in content creation and social media strategies
- Analyzed social media analytics and data to grow social media leads (organic & paid)
- Responsible for creating marketing graphics and content to promote industry events

GH Community (Gaylord-Hansen Team's Nonprofit)

- Community Development Coordinator – adopted and provided support to service members & their families of USMC Regiment (CLR-17)
- Marketing Coordinator – created content and maintained community website and social media accounts

The Marlin Alliance, Inc. – San Diego, CA

Communications Specialist / Defense Contractor (Secret Clearance)

2019 – 2021

Web Design/Development (NAVWAR)

- NAVWAR Internal Communications Website project lead - Created and maintained content to serve command headquarters of 2,500+ employees
 - Designed, redeveloped, and maintained internal news site through four iterations
 - **First:** one-page site maintained on the Fusion Platform (languages: MovableType, Bootstrap 4, HTML, CSS & JavaScript) **Second:** Fusion, multi-page site; **Third** iteration: SharePoint Communications Site; **Fourth:** redeveloped news site using a preexisting template and Adobe Dreamweaver to meet government client design requests
 - Worked with Navy System Administrators to host news site in a CAC protected S3 bucket
 - Worked with NAVWAR Office of the Command Information Officer (CIO) Knowledge Management (KM) Team and Systems Administrators to design, update and maintain the NAVWAR Public Website (external)
 - **First iteration:** (navy.mil public site) hosted in SharePoint platform (SharePoint Designer 2010/2013); **Second iteration:** hosted in WordPress (secure environment)
 - Created public website templates as a foundation for all NAVWAR Enterprise sites

Communications (The Marlin Alliance)

- Integrated Product Team (IPT) lead for The Marlin Alliance Marketing and Communications
- Worked with company executives and program managers to create and maintain marketing content including monthly company newsletters from executives to Marlin workforce
- Collaborated with company executives to develop and maintain the company website

Digital Media (NAVWAR)

- Designed social media graphics for NAVWAR headquarters to share across the command's social media sites

SARA TURNLEY RESUME

- Worked with NAVWAR Director of Corporate Operations and Facilities Manager to design Mission, Vision, Value banners, graphics, and posters to be printed and displayed around the Command Operations offices
- Worked with NAVWAR Corporate Operations and Facilities Manager to design Return to Workplace graphics to assist with smooth transition following COVID-19 pandemic
- Filmed, edited, and published command videos to share internally and externally (when applicable)
- Photographed command events, edited photos, and shared internally and externally (when applicable)

Public Affairs/Communications (NAVWAR)

- Wrote and published approximately 30 stories/articles per month to the command's internal news site
- Drafted communications for GS-15 & above including the NAVWAR Commander and Executive Director
- Drafted detailed communication plans for high-level command initiatives and programs including the DoD's monthly observances, Cybersecurity Awareness Month, AFCEA WEST, Independent Manpower Study, Navy Exchange Office 365 (NEO365) and NAVWAR's migration to a secure Microsoft Office cloud environment

Tech Maintenance/Support (NAVWAR)

- Acting technology maintenance and support Subject Matter Expert for Public Affairs team for Commercial Virtual Remote Teams environment (Impact Level 2 Microsoft Teams environment implemented DoD-wide); NEO365 Impact Level 5 Microsoft Environment; Flank Speed Impact Level 5 Microsoft environment
- Ability to understand technical writing, technical training, technical support resources and re-write terms for the non-technical team members/workforce to understand

Sara Turnley Consulting - San Diego, CA

Marketing & Web Design Consultant

2017-Present

- Design and manage client's websites, marketing and social media campaigns (private, public & nonprofit)
- Develop, schedule, and maintain content for multiple social media platforms
- Create content (blogs, whitepapers, program curriculum) and disseminate to client's target audiences through different platforms and media outreaches
- Construct and monitor monthly communication plans including email marketing and communication campaigns

PANALITX - San Diego, CA

Content Marketing Manager

2018-2018

- Copywriter for global marketing and communications materials including blogs aligned with product roadmap
- Researched and monitored working SEO, keywords, slugs & meta descriptions to enhance blog searchability
- Responsible for writing content for monthly newsletter, press releases and email copy for events, promotional materials, company updates and alliance/partner materials - segmented copy for the USA, ANZ & UK
- Created content (case studies, infographics & white papers) and marketing plans to increase lead generation
- Utilized Salesforce and Pardot for drip campaigns and marketing automation
- Redesigned marketing plan to support new product launches, brand guidelines and redesigned business direction

TECHNICAL SKILLS & QUALIFICATIONS

- **Digital Media** (Graphic Design, Photography, Videography, Adobe Lightroom, Adobe Premiere Pro, Adobe Indesign, Adobe Photoshop, Adobe Illustrator, Canva)
- **Web Development** (WordPress, SharePoint Designer, Shopify, SharePoint Communications Sites, WIX, Adobe Experience Manager, FileZilla, TextWrangler, Elementor, Squarespace, GoDaddy)
- **Social Media** (Streamyard, Hootsuite, Social Studio, Facebook, Twitter, Instagram, Snapchat, VSCO, LinkedIn, Pinterest, Google+, Vimeo, YouTube)
- **Project Management** (Slack, Asana, Basecamp, Monday, GoToWebinar, Zoom)
- **Software Systems** (Adobe Creative Cloud/Suite, iOS Applications, Google Suite/Products)
- **Microsoft Office** (all products; public & secure environments)
- **Programming/Markup Languages** (HTML, Bootstrap, Movable Type, CSS, Sass, SQL)
- **Marketing Communications** (Salesforce, Pardot, Grammarly, MailChimp, Content Creation, Internal/External Communications, Copywriting, Ghost Writing, Strategic Research, Media Outreach, Editorial Management)
- **Leadership & Public Speaking**

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AWARDS/RECOGNITION

- The Marlin Alliance Annual Manny Cruz Award (2019 & 2020)
- The Marlin Alliance On-the-Spot Award (2020)
- NAVWAR Lightning Bolt Award – Public Affairs Team for Redevelopment and Redesign of Internal Communications Site (2019)

COMMUNITY INVOLVEMENT

- Professional & extracurricular work with multiple nonprofits including but not limited to GH Community, United Service Organization (USO), Travis Manion Foundation, Cammies & Canines, Project Sanctuary, Deep Run Marathon Dance, Auburn University Dance Marathon, ASPCA, Children's Miracle Network Hospital, St. Jude Children's Research Hospital, Project Uplift, Ronald McDonald House, Best Buddies, Fisher House Foundation, A Grace Place, Miracle League