



SARAH BOISON

DIGITAL ENGAGEMENT STRATEGIST

Address: (b)(6)

Email: (b)(6)

Phone: (b)(6)

SKILLS

- Rapid Response Communications
- Content Development & Curation
- Social Media Marketing
- Web Design and Development
- Social Media Advertising
- Google Analytics
- Google Ads
- Email Marketing
- Vendor Management
- Video Storyboarding and Development
- Adobe Creative Suite
- Sprout Social
- Hootsuite
- Salesforce CRM
- Salesforce Marketing Cloud
- Django CMS
- Wordpress
- Drupal

EDUCATION

Georgetown University

Master of Professional Studies, Public Relations and Corporate Communications, 2013

American University

Bachelor of Arts, Public Communications, 2010

CERTIFICATIONS

- Google Analytics for Beginners
- Google Ad Grant for Nonprofits
- Facebook for B2B Marketers
- Facebook Ad Policies for Content, Creative and Targeting
- Facebook Brand Safety

WORK EXPERIENCE

The Climate Reality Project, Director of Digital Communications

FEB 2021 - PRESENT

- Develop and manage a strategic digital communications plan that advances the organization's overarching goals while incorporating digital innovations, trends, and best practices into Climate Reality's work.
- Work closely with other department directors across the organization to ensure continuity and support across programs and teams.
- Make budgeting decisions and recommendations for the team.
- Manage department employees and external partners, vendors, and consultants.
- Manage the digital communication narrative, including writing as needed across a variety of platforms (blogs, email, social media, etc.).
- Oversee the day-to-day team operations, including making decisions on rapid response actions as well as keeping long-term projects moving like maintaining our website, blog, email program, and digital advertising efforts.
- Work with senior leadership to integrate the website, membership list, social media, and other assets in support of the organization's strategy and goals.
- Communicate program and organizational updates to department staff on a regular and ongoing basis.
- Oversee quality control and message discipline in the organization's materials (press releases, letters to the editor, op-eds, new media, media materials, fundraising solicitations, etc.).

Communities In Schools, Principal, Digital Communications

JUN 2018 - JAN 2021

- Led development of an integrated digital strategy, including website redesigns, digital advertising, email marketing, and digital fundraising. Led to 38% increase in web users and 47% increase in pageviews since 2018.
- Led on social media strategy, paid social advertising, video development, new media strategies, and digital training for staff that led to increases of 23% - 80% on social channels since 2018.
- Oversaw and serve as a point of contact for digital and website vendors
- Provided strategic guidance and website content updates for CommunitiesInSchools.org and WhatWeAreMadeOf.us
- Oversaw workflow for the Digital Manager and Communications Intern



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WORK EXPERIENCE

America's Promise Alliance, Director, Digital Strategy

APR 2015 - JUN 2018

- Led the development of an integrated digital strategy including optimizing the website and social media performance
- Managed social media content calendars, and partner engagement across platforms such as Facebook, Twitter, Instagram, and LinkedIn that led to community increases between 200 - 500% across platforms.
- Led overall email marketing strategy including overseeing the execution of newsletters, event invites and design
- Managed and oversaw workflow for a Communications Associate and Digital Interns
- Served as a liaison for the program team to coordinate partnership opportunities and engagement
- Launched Facebook Live at the Community Convention in 2016 - over 62,000 people reached, over 9,600 views. Recommit2Kids Summit videos - over 37,000 views.

Points of Light, Marketing Manager, Corporate Institute

DEC 2013 - APR 2015

- Managed relationship with website vendors and led on website development and functionality
- Wrote web, email, and social media content, including feature stories, e-newsletters, media pitches, blogs, and social media posts for partners, and corporate sponsors
- Managed and distributed two monthly e-newsletters for the Corporate Institute and A Billion + Change initiative.

Independent Sector, Web and Social Media Specialist

AUG 2011 - DEC 2013

- Developed strategies and managed social media content for ongoing campaigns that increased Facebook fans by 240% and Twitter followers by 400% on @IndSector since August 2011.
- Developed web, email, and social content, including feature stories, e-newsletters, blogs, and social media posts in collaboration with other departments