

Sarah Pearce

979.221.4918 • SarahDPearce17@gmail.com • www.linkedin.com/in/sarahdaniellepearce/

Related Experience

Houston Public Media, Producer

- Developed digital strategy for the newsroom with more than 50% of posts performing better than 95% of recent posts.
- Produced video and audio content for TV 8, News 88.7 and HoustonPublicMedia.org
- Analyzed rating data for TV 8, News 88.7, and Houston Public Media social platforms to produce data-centric spots and digital content.
- Coded and wrote content for Houston Public Media's weekly newsletter, '*This Week*'.

Houston Public Media, Marketing Coordinator

- Wrote copy for on-air, digital, and social media marketing, as well as Houston Public Media's weekly newsletter, '*This Week*'.
- Identified interviewees, conducted pre-interviews, and scheduled production for on-air Community Catalyst Content Projects
- Developed a ratings and analytics dashboard for television, radio, and digital to assist in the media planning of marketing efforts on TV 8, News 88.7, and Houston Public Media Digital, which I was responsible for scheduling.

Houston Public Media, Community Fundraising Producer

- Produced the highest-grossing break in the country among member stations for Won't You Be My Neighbor?
- Wrote scripts and produced spots for local and national talent for TV 8, News 88.7, and Houston Public Media Digital.
- Line Produced live radio fundraising campaigns using audience psychology to boost engagement and exceed goals.

Houston Public Media, Development Coordinator

- Logged interviews and edited scripts for television and radio, implementing a faster, more effective system of transcribing.
- Managed events of up to 120 attendees, improving the RSVP process by incorporating an online management system.

RegexSEO, Social Media Manager/Videographer

- Managed, created, and posted content, including images and videos for clients and RegexSEO's social media platforms.
- Optimized keyword use in website and social media copy.

Work Experience

Houston Public Media | April 2018 to Present

Regex SEO | Freelance Social Media Manager, Videographer | March, April 2018

KPRC Channel 2 News | Intern | June 2017 to August 2017

NFL | Radio Frequency Coordinator for Superbowl 51 | October 2016 to February 2017

Education

2017 BA in Mass Communication, General Business, & Psychology at Sam Houston State University | Summa Cum Laude 3.86 | National Broadcast Society, Golden Keys International Honor Society, Alpha Chi National Honor Society