

SARAH REBECCA FRYE

513.520.1958(c) ■ sfryeconsulting.com ■ sarah@sfryeconsulting.com

QUALIFICATIONS PROFILE

Highly focused and successful public relations and communication professional with a track record of delivering growth and recognition for companies. Inspires companies to reach their full brand potential and communicates their value to key audiences through corporate planning, partnership development, social media, press releases, website development, marketing collateral, print and broadcast media. Experience strategizing and executing local and national campaigns that convert prospects into customers.

KEY COMPETENCIES

Aggressive brand advocate dedicated to delivering growth and recognition for companies using all available communications platforms.

- Driven Public Relations Professional
- Passionate Brand Advocate
- Effective Social Media and SEO Expert
- Visionary Brand, Media & Content Strategist
- Skilled Blog/Speech/Copywriter
- Partnership Development
- Community Outreach Enthusiast
- Strategic Planning

EXPERIENCE

SF CONSULTING SERVICES, EVANSTON, IL

JUNE 2010 – PRESENT

OWNER

In-house public relations and communication consultant for a variety of businesses spanning from energy solutions to human resources outsourcing. Successful track record managing corporate communication including brand strategy, web content, media kits, newsletters, press releases and other marketing materials.

greeNEWit

- Established partnership with utilities in the state of Maryland to provide Quick Home energy Checkups that lead to a revenue stream of more than \$5 million by quarter two of 2012
- Revitalized brand by producing layout and content for website, including copywriting for blog that gave voice to the mission
- Created social media content strategy and managed social media channels to promote mission via Facebook, Twitter, LinkedIn, Google+, Pinterest, Reddit, Quora and YouTube
- Performed Search Engine Optimization to attract subscribers and ensure maximum visibility for website, blog and founder profiles
- Engaged consumers to create grassroots advocates and locally invested partners
- Spearheaded public relations resulting in nominations for several green awards, including recognition at the White House for contributions to entrepreneurship and the nation's economy
- Developed curriculum, promotion and strategic alliances with schools to introduce more than 1,000 students to green principles via the OUR Schools creative social project
- Created content and managed production of marketing materials and ads

Infiniti HR

- Lead the development and implementation of SEO strategies to drive traffic to the Infiniti HR website
- Developed and implemented social media campaigns for the national payroll and benefits company
- Created, marketed and distributed Infiniti HR's digital publications
- Managed corporate communication including branding, public relations, advertising, trade shows and events collateral materials and website design and content
- Promoted digital content syndication and maximize content value
- Developed and managed marketing partnerships with organizations such as the IFA to expand subscriptions

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EXPERIENCE

TROOPZILLA (STARTUP), CHICAGO, IL

SEPTEMBER 2010 – JUNE 2011

VICE PRESIDENT OF MARKETING AND STRATEGIC RELATIONS

Lead the organization's efforts to position itself as a visionary leader and to reach its potential in the emerging daily deal market. Developed promotional marketing materials, strategies and public relations plan in line with the corporate mission. Provided executive leadership and management. Oversaw internal and external marketing including: corporate communication, community outreach, partner/channel marketing, media placement and brand management. Copywriter for all website content. Established and coordinated social media applications.

- Acquired each subscriber for less than \$10
- Acted as spokesperson for the company with media and at industry events
- Worked with the CEO and the other executive team members to identify and develop strategic alliances, raise venture/public financing and close/grow major customer accounts
- Developed affiliate program to align with organizations known for years of excellence and having passionate followers as way to drive new subscribers and grow the business within the daily deal space

AARROW INC., SAN DIEGO, CA

AUGUST 2005 – SEPTEMBER 2010

DIRECTOR OF PUBLIC RELATIONS

Managed all internal and external communication for the global outdoor advertising chain. Developed all promotional marketing strategies and public relations plan for AArrow Inc. as well as AArrow Advertising franchises internationally. Corporate and franchise liaison with government, media and youth organizations.

- Effective marketing and communication fueled expansion from five to 50 franchises, plus five abroad
- Rewarded with equity to recognize value to the company
- Coordinated a national TV commercial promoting the 2010 Ford Fiesta
- Secured feature in Entrepreneur Magazine's November 2009 issue on global franchise success
- Developed the AArrow Entrepreneurial Training Academy that consists of college classes for employees to work toward a certification in business skills recognized by LA Workforce Investment Board
- Directed national appearances on NBC Today Show, ABC World News, Fox News, Fox and Friends, Fox Business, Ellen DeGeneres, Tonight Show with Jay Leno, CNBC's The Big Idea with Donny Deutsch, Late Night with Craig Ferguson, High School Musical, MAD TV
- Led outreach to community organizations that received grants for financing local youth employment

PRENTICE HALL PUBLISHING, UPPER SADDLE RIVER, NJ

OCTOBER 2007 – MAY 2008

FREELANCE COPY WRITER AND EDITOR

- Assisted in completing [A Gift of Fire](#), by Sara Baase by editing content, creating chapter exercises, discussions, assignments, simulations and inquires and ensuring high literary merit for publication

EDUCATION

Bachelor of Arts Cum Laude, Major: journalism. Minor: political science. GPA 3.53.
San Diego State University, San Diego, CA

RECOGNITION

- November 2012: Contributed main feature story, *Make the Most of Your Energy Use by Clicking the Green Button* for November 2012 issue of *Home Energy Magazine*
- January 2009: Recognized by Jr. Achievement as Outstanding Volunteer in Hampton Roads
- September 2008: Published in collegiate level international book by Prentice Hall Publishing