




SARAH BETH SCHUPNER

Social Media Marketer & Creative Strategist

A problem solver with a let's-do-this-thing attitude, proudly sporting 5+ years experience in social media advertising and content creation.

CONTACT

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Philadelphia, PA 

SPECIALTIES

Paid Social Advertising
Creative Strategy & Production
Direct Response Copywriting

PROFICIENCIES

Meta (Facebook) Ads Manager
Google Suite
Microsoft Suite
Photo/Video Editing Platforms

IN PROGRESS

Meta Blueprint Certification

EDUCATION

Bachelor of Business Administration
Temple University
Major: Marketing

CERTIFICATIONS

Event and Meeting Management
Raritan Valley Community College

EXPERIENCE

Self-Employed - Freelance

Paid Social Consultant | 2022 - present

- Implement social media advertising and multichannel content strategies
- Organize and manage content calendars
- Monitor and optimize Meta Advertising accounts
- Oversee creative direction, brand identity, and overall continuity across multiple channels

Tandem Marketing (acquired by WITHIN)

Creative Lead | 2020 - 2022

- Created 6,000+ graphics, videos, and copy variations for paid social ads across 45 e-commerce clients
- Adapted creative direction based on campaign results, competitor research, and current industry trends
- Onboarded and trained new creative hires and interns
- Integrated company workflows into Wrike and Milanote, and built new processes in both resulting in more efficient creative project management

Digital Marketing Specialist | 2019 - 2020

- Utilized Facebook Ads Manager to launch D2C ad campaigns across 10-15 clients
- Wrote copy for blogs, social media, and paid social
- Presented creative strategies, designs, and results to clients in weekly meetings

2nd Street Ventures

Marketing Manager & Event Coordinator | 2017 - 2019

- Designed multichannel ad strategies (Google AdWords, Facebook Ads, Instagram)
- Managed event calendar, content calendar, and all social media delivery
- Managed lead generation efforts and event sales