



SARAH KNIGHT

DIGITAL MARKETING | EVENT MANAGEMENT | DEVELOPMENT

WORK EXPERIENCE

DEVELOPMENT AND EVENTS INTERN

Family House | Jan 2021 - Present | Non-Profit Patient Housing and Hospitality

- Provided assistance to the development department for the 2021 Family House Virtual Gala including silent auction donation solicitation, graphic design and implementation
- Utilized Salsa Engage, One Cause, and StreamLabs OBS for event website, live streaming and ticketing integration
- Assisted with managing social media content and creation

SPONSORSHIP SCOUT

Sponsor United | Dec 2020 - Mar 2021 | Sponsorship analysis and coordination

- Completed sponsorship training course of the SponsorUnited platform
- Analyzed digital media, TV and Radio broadcasts for sponsorship content

MARKETING INTERN

Nakturnal.org | Aug 2019 - Dec 2019 | Digital & Influencer Marketing Consulting

- Assisted with digital marketing campaigns including Influencer Marketing
- Coordinated with clients on website design using the Webflow Platform
- Utilized best practices for Search Engine Optimization (SEO) while creating content for websites, blogs and client social media platforms

CO-FOUNDER AND EVENT COORDINATOR

Team Firestorm: Pittsburgh Augmented Reality Gaming | Sept 2017 - Present

- Develop weekly events to aid local video game enthusiasts with networking
- Coordinate website, social media and discord to engage player base
- Discord server administrator from 2018-present

PRACTICE MANAGER | MARKETING & OUTREACH COORDINATION

Cutitta Chiropractic | Oct 2012 - Aug 2019 | Multi-office Medical Practice

- Developed Community Outreach Coordination and Marketing departments
- Grew practice from one location to multiple during tenure
- Developed digital marketing best practices, managed social media accounts and generated website content for SEO
- Increased practice collections by 30% over a 2 year span
- Organized 20-40 hours of outreach events monthly

EDUCATION

ROWLAND SCHOOL OF BUSINESS

Point Park University | Graduated Dec 2020 | GPA 3.95

- Bachelor of Science in Sports, Arts, and Entertainment Management
- Member of Alpha Chi National College Honor Society

ADDITIONAL EXPERIENCE

Twitch.tv | Affiliate Streamer | May 2020-Present

Point Park Pittsburgh Playhouse | Ticket Sales Volunteer | Feb 2020

Pittsburgh Penguins | Event Volunteer | Jan 2020 - Feb 2020

Savor Pittsburgh | Event Volunteer | Sept 2019

NFM+Dymun | Brand Ambassador | July 2019-Sept 2019

Steel City Showdown Esports Competition | Event Volunteer | May 2019

American Foundation for Suicide Prevention | Volunteer | Nov 2013 - Jan 2015

Knight's Eye Photography | Owner | 2010-2014

CONTACT

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SOCIAL

 @delanakatrella

 @delanakatrella

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PROFESSIONAL SKILLS

Discord Server Management
Event Coordination & Management
HIPAA compliance
Influencer Marketing
Lead Generation
Profitability Reporting
Photography
Recruitment & Training
SEO & Web Design
Twitch Affiliate
Webflow Design Platform
Zoom

PERSONAL SKILLS

Strong Community Spirit
Innovative
Highly Communicative
Organized
Drive for Continued Education
Compassionate