



SARAH KNIGHT

MARKETING | EVENT COORDINATION

ABOUT

Blending 10 years of real world experience with the knowledge that there is always more to learn. I hope to bring a passion for community-building and continued growth to a position where I can use my skills in marketing and event coordination to help a community-centric company grow.

CONTACT

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PROFESSIONAL SKILLS

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

PERSONAL SKILLS

Strong Community Spirit
Innovative
Highly Communicative
Self-Starter
Organized
Drive for continued education
Compassionate

SOCIAL

 @delanakatrella

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 linkedin.com/in/S-J-Knight

WORK EXPERIENCE

MARKETING INTERN

Nakturnal.org | Aug 2019 - Dec 2019

- 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.

BRAND AMBASSADOR

NFM+DYMUN | Jun 2019 - Sept 2019

- Assisted with setup and breakdown of branding events.
- Interact with community to develop strong brand connections
- Maintain an upbeat and positive attitude for all brand activities

PRACTICE MANAGER | MARKETING & OUTREACH COORDINATION

Cutitta Chiropractic | Oct 2012 - Aug 2019

- Developed Community Outreach Coordination and Marketing departments
- Grew practice from one location to multiple during tenure
- Increased practice collections by 30% over a 2 year span
- Organized 20-40 hours of outreach events monthly

EDUCATION

SPORTS ARTS AND ENTERTAINMENT MANAGEMENT

Point Park University | 2019-Present (Anticipated Graduation Dec 2020)
Pursuing Bachelors of Science - Business Management
Member of Alpha Chi National College Honor Society

VOLUNTEER EXPERIENCE

Team Firestorm: Pittsburgh Augmented Reality Gaming | Sept 2017-Present
Twitch Affiliate | twitch.tv/delanakatrella | May 2020-Present
Point Park Pittsburgh Playhouse | Feb 2020
Pittsburgh Penguins | Jan 2020-Feb 2020
Steel City Showdown esports competition | May 2019
Savor Pittsburgh | Sept 2019
American Foundation for Suicide Prevention | Nov 2013 - Jan 2015