

Jay Sauerman

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Experience—Promotions, Editing, Organization

Freelance Digital Creator: Naver WEBTOON Entertainment April 2021—Present

- Generate 3-8 cross-platform content ideas for weekly pitch meeting and assignments; assist in CMS scheduling and copywriting for posts
- Transfer over 1300 files in a week from Casmere to Microsoft cloud, organizing, labeling, & confirming complete file and quality transferal
- Research competitor's social strategy and the effectiveness of their content, create PowerPoint decks to present to the social team
- Input metadata information into YouTube for video content and assist in digital organization of YouTube and Microsoft Cloud
- Schedule meetings on digital calendar, coordinating numerous people's schedules and following up to attendees with updates

Freelance Digital Creator: Self-Employed June 2018—Present

- Create photo-collages and graphics for Ginger Boutique that match dimension specifications for website, print, and social media
- Create multi-page website for The Inner Path Yoga, collaborate to complete revisions and finalize a website that matches her brand
- Design initial web page and rough app UX outline for start-up budgeting app, budgeTMe, help them finalize branding elements

Center for Academic Success Susquehanna University January 2017—May 2020

Lead Office Assistant

- Support office staff managing daily meetings, drop by students and parents, online DMs with questions, and answering phone calls
- Plan online finals prep session with tutors during coronavirus pandemic: coordinate staff, organize a script, and promote event
- Create social media schedule: quickly create graphics to share important information in timely manner while maintaining a backlog of posts

Writing Consultant

- Manage Instagram & Facebook profiles, create graphics & posters, maintain a consistent post schedule, and reply to comments & DMs
- Present 30 minute PowerPoint promoting CAA's services in first-year classes, lead time management activity and answer questions
- Review assignments and revise work to better position and organize papers written by ESL, honors, and assisted students.

Note Taker

- Record notes by hand or typed as requested during lectures and events, edit for clarity and concision then submit by end of day

Managing Editor: *The Susquehanna Review* May 2018 – May 2020

- Correspond with over 800 professors, authors, and artists on submission, acceptance, and rejection process
- Review and update Microsoft Excel Cloud documents with accurate contact information for 800 persons
- Copyedit manuscript during initial & final stages of publication and coordinate with printing services to ensure professional final product

WQSU – 88.9 The Pulse August 2016 – December 2019

Promotions Director

- Manage department of 13, scheduling weekly meetings, coordinating with other officers, and organizing a marketing schedule
- Design posters and graphics, including weekly Buffalo Wild Wings "Pigskin Preview" sports show promotions, publish to social media
- Organize Relay for Life team: coordinate with vendor and sell hot dogs, manage cash sales and follow health safety standards

Executive Officer

- Assist organizing an on-air schedule for staff of roughly 70 DJs, including specialty shows and night shifts
- Run Facebook & Instagram contests: create graphics, track entrants, randomize winner, and contact the winner to mail their prize
- Record PSAs and holiday greetings through Audacity, editing the audio and layering a music bed on Adobe Audition

Small Press Teaching Assistant; Susquehanna University January 2019 – May 2019

- Lead class discussions through prepared presentations, notes, and questions to spark active conversation and deeper engagement
- Assist class in strategizing publishing schedule for print publication, creating and keeping to a marketing schedule, throwing a launch party
- Construct visual materials for class (ex. Powerpoints) that includes researched context and relevant information to the class' mission

GO Abroad Blogger: GO — Susquehanna University August 2018 – December 2018

- Write 1 article per week, immersing the reader in what it means to experience life studying abroad and how to self-regulate while there
- Take photos, edit, & compose captions to 10 posts which were shared to the GO Instagram, providing insight to average life abroad

Inquiry and Promotional Intern: Paper Over Board agency — Irene Goodman Literary Agency June 2018 – September 2018

- Build a brand and aesthetic for social media pages to create an identifiable image, help agent develop posting schedules
- Design mock WIX website, updating the design elements and editing the information to be up-to-date
- Research trends and potential authors, compose query emails to entice and connect with the author

Social Media Intern; Biochar Conference 2018 June 2018 – August 2018

- Design infographics & content: research, compose, and schedule social media posts through Hootsuite for both Twitter and Facebook
- Double conference registrations through social media outreach and Facebook promoted ads
- Interview keynote speakers and compose blog entries reviewing their background, focus, and how they relate to Biochar2018
- Organize receipts during conference and submit invoice document with total amount due for reimbursement

EDUCATION

Bachelor of Arts in Creative Writing and Publishing/Editing Graduation: May 2020

Honors: Communications

Susquehanna University, Selinsgrove, PA

3.5/4.0

Study Abroad: Liverpool Hope University; Liverpool, England

September 2018 – December 2018