

Sarah Jennings

Communications Specialist with a Passion for Sustainability

With 7+ years of global corporate and nonprofit experience, I am a strategic thinker seeking an ESG communications position within a sustainable, innovative organization that cares for both people and the environment.

Experience

Jan 2023 – Present (Belton, Texas)

Contributing Writer, Freelance

Environment + Energy Leader

- Researched interdisciplinary subjects, such as environmental management, economics, and politics to provide written analysis of trade news
- Monitored updates within compliance/governance, supply chain, and transportation categories

Sept 2021 – Dec 2022 (Beirut, Lebanon)

Senior Communications & Liaison Officer

Lebanese Society for Educational and Social Development

- Led content strategy and production of all communication materials including digital presence, newsletters, print brochures, videos, and social media campaigns
- Developed two annual impact reports, collaborating with leaders across eight departments
- Owned and executed two website redesigns and managed day-to-day content for three other WordPress websites
- Directed a year-end fundraising campaign which doubled net revenue when compared to previous campaigns, through managing new in-person and virtual events
- Analyzed monthly newsletter email results, reshaping content to achieve an average 10% increase in open rate
- Managed two direct reports, guiding their workload and growth into the next salary level

Mar 2019 to Jul 2021 (Dallas, Texas)

Digital Marketing & Social Media Manager

Golin – Public Relations Firm

- Advised clients throughout negative brand mentions, the pandemic, and social justice movements; provided guidelines and reports via digital listening tools
- Built strong community through organic/paid social media for the @TICalculators brand with 150% follower growth
- Led media and influencer relationships, negotiating their projects, budgets, and legal contracts
- Designed KPIs and presented monthly, quarterly, and annual performance metrics across web and social

Education

2012 - 2016

B.A. in History & Journalism

Baylor University, Cum Laude

- Reporter for the Baylor Lariat
- McLane's Scholars Program
- Baylor Interdisciplinary Core
- Honors Student Advisory Council, Advertising Chair

Tools

Web: Squarespace & WordPress

Email Marketing:

Mailchimp & Eventbrite

Design: Canva, Shorthand &

Adobe Lightroom/InDesign

Social Media Management: Sprinklr,

Sprout Social & Hootsuite

Earned Media: Muckrack & Cision

Project Management: Basecamp,

Monday & Trello

Collaboration: Microsoft 365, Google

Suite & Slack

DSLR Photographer

Contact

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- Managed activations at conferences/tradeshows like CES; led livestreams with C-suite clients and influencers
- Pitched reporters across tech and education sectors, landing a NPR mention via Twitter monitoring
- Served on office philanthropy team, guiding sustainability conversations and planning service days with DE&I team
- Brand Experience: Cisco (CSR, Networking Academy, and Cisco Live), NextEra Energy Resources, Texas Instruments, Wireless Power Consortium, and Understood.org

Aug 2017 to Mar 2019 (Dallas, Texas)

Digital Associate

Golin – Public Relations Firm

- Led content creation, driving new brand voice and establishing visual consistency for @TICalculators
- Fostered a robust influencer program in a niche tech market, transforming brand perception
- Worked cross functionally to develop best practices for TI corporate citizenship initiatives and product launches
- Transformed the paid program for the Wireless Power Consortium by adding content syndication and custom targeting based on email leads and ABM lists
- Brand Experience: Texas Instruments, Wireless Power Consortium, Proofpoint

Jan 2017 to Aug 2017 (Dallas, Texas)

Brand Strategy Associate

70kft - Design & Branding Studio

- Developed brand messaging at a boutique agency that specialized in enterprise technology
- Researched complex technical concepts and translated into compelling ads, emails, social media & web copy that set the brand apart from competitors
- Collaborated across design, digital marketing, copywriting and account planning teams to ensure the final product is strategic, branded, and consistent
- Brand Experience: Hewlett Packard Enterprise, StackPath, and Verizon

Volunteer and Leadership Experience

- **A Rocha Lebanon** – Conservation Nonprofit
 - Designed a trifold brochure on the organization's history, vision, and current projects
 - Developed an online, interactive map of ARL's work across the country with clickable blurbs that illustrate their five-year roadmap
- **MENA Regional Conference (Lausanne/WEA)** – Environmental Network
 - Recruited two experienced female speakers to present on their work in sustainability
 - Facilitated a bilingual session with simultaneous Arabic translation on environmental assessments on behalf of an environmental scientist who recorded materials in advance
- **White Rock Fellowship** – Local Church
 - Mentored middle school girls from their sixth-grade year until high school

Certifications

Impact Measurement & Management for the UN Sustainable Development Goals

(Duke University + Coursera) – Issued Jan 2023

Facebook Certified Creative Strategy Professional (Meta)

Issued Mar 2021

Presentations

Université Saint Joseph in

Lebanon – Delivered a lecture on NGO communications and the role of communications in a time of climate crisis

MENA Regional Conference in

Jordan with Lausanne/WEA – Co- led a presentation on how to build an environmental movement

Expect 2022 with UK-based BMS

World Mission – Spoke about Lebanon's environmental state on a panel about sustainability management