

Sarah Meadow

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Experience

Co-Founder & Head of Operations, *UNCUT Northwestern (Evanston, Ill.)* March 2021 - present

- Established the Northwestern chapter of a student-athlete storytelling platform, overseeing a team of 10+ students and student-athletes, overseeing all content creation, website design, recruitment, onboarding, and meetings. Responsible for running all social media (IG, Twitter, YouTube, LinkedIn).
- Maintain relationships with athletic department, media, press and other UNCUT college chapters
- In first month (Sep 2021): generated over 60k impressions on Twitter, 1k on Instagram, and 500 on website. 2023 KPIs: engagements up 31.2k%, 6.5k views on reels/YouTube, 800 IG interactions.

Digital Media Intern, *Chicago Blackhawks (Chicago, Ill.)* January 2023 - March 2023

- Wrote and published 50+ pieces of content on Blackhawks.com, which averages 40m page views.
- Presented an analysis of the other NHL teams' gameday coverage, providing insights and ideas for the Blackhawks' 2023-24 season coverage.
- Edited and tagged posts through the NHL CMS, recording milestones for players, updating and publishing Blackhawks.com homepage.com, using SEO guidelines.

Brand Partnerships Intern, *SLAM (Remote)* September 2022 - December 2022

- Worked alongside the brand partnership and marketing teams for the Fall 2022 semester.
- Assisted with partnership rollouts on social media, RFPs, and more for the iconic basketball media company.

Brand Consulting Intern, *Creative Artists Agency (New York, NY)* June 2022 - August 2022

- Worked on the SK and Vroom accounts to strategize partnerships in the entertainment and sports space.
- Tasks included competitive analysis, market research, social media strategy and compiling pitch decks with future strategy ideas for the brands (social media, partnerships, etc).

NCAA March Madness Digital Content Intern, *WarnerMedia/Turner Sports (Remote)* January 2022-April 2022

- Programmed the 'Madness Feed' on the March Madness Live app during the busiest rounds of the tournament with live updates, polls and recaps across social platforms: users up 364% and impressions up 183%.
- Wrote articles, formatted and edited homepages for NCAA.com with the NCAA digital and editorial teams.

Marketing Intern, *Blue Wire Podcasts (Los Angeles, Calif.)* June 2021 - August 2021

- Created content calendars, PR pitches, editorial content for website, project management, partnership research, podcasting marketing initiatives and newsletters for the Blue Wire brand.

Marketing Intern, *Northwestern Athletics (Evanston, Ill.)* October 2020 - June 2021

- Developed short and long-term marketing strategies and initiatives to promote the Wildcats' brand in the Chicagoland area. Chosen as part of the first year-long intern cohort.
- Strengthened industry-related skills including graphic design, social media strategy, email marketing, event preparation and production, fan engagement and student outreach.

Education

Bachelor of Science, *Northwestern University, Medill School of Journalism (Evanston, Ill.)* March 2023

- Major: Journalism, Minor: Psychology
- Certificate: Integrated Marketing Communications

Study Abroad, *DIS-Copenhagen (Copenhagen, Denmark)* Fall 2021

- Courses: Strategic Communication, International Marketing & Branding, Danish, History of Copenhagen

Proficiencies, Skills & Interests

Creative: Adobe Creative Suite (Illustrator, Photoshop, InDesign), Mailchimp, Wix, Weebly, WordPress

Professional: Google Drive, Microsoft Office, Qualtrics, Zoom, Facebook, Twitter, Instagram, TikTok

Technical Skills: copy editing, graphic design, marketing, social media, writing, SEO, website management

Interests: reading, traveling, sports, yoga, podcasts