

Sara Stanley

sastanley18@gmail.com | (336) 830-0316 | <https://meetsarastanley.com/>

EDUCATION

Western Carolina University - Brinson Honor's College

Bachelor of Science in Communication

- >Double Concentration in Journalism and Broadcasting
- >Chancellor's and Dean's list - Fall 2018 to Spring 2022
- >Dean's Outstanding Scholar Award Winner - Spring 2021

Cullowhee, NC

May 2022

GPA 3.92

Summa Cum Laude

WORK EXPERIENCE

Blue Ridge Public Radio

Social Media Producer

- >Posting daily to station's social media channels (Facebook, Twitter and Instagram)
- >Creating biweekly metrics reports to share with team members on social performance
- >Offering guidance on social media best practices and identifying social media goals
- >Creating and sourcing visual assets (images, graphics, quote cards) and audio assets

Remote/Asheville, NC

Feb. 2023-Present

Freelancing

Videography/Social Media Management/Website Creation/Journalism

- >Videography/Photography for websites and social media
- >Developing and managing websites and social media pages

Hamptonville, NC

June 2022-Present

Raffaldini Vineyards and Winery, LLC

Tasting Room Associate

- >Managing reservations and performing sales, providing excellent guest experiences
- >Recommending wines per each customers preference

Ronda, NC

July 2022-Present

The Western Carolinian, online/print newspaper

Editor-in-Chief

Junior Editor

- >Hiring and managing a team of 10+
- >Reworking print style and coordinating return to print
- >Maintaining website and social media
- >Editing stories according to AP style, writing articles

Cullowhee, NC

Aug. 2021-May 2022

Sept. 2020-May 2021

The Mountain Heritage Center

Virtual Content Coordinator – rehired after internship

Intern

Virtual Content Coordinator

- >Producing, directing, editing educational videos
- >Creating written content for website and social media, managing social media

Cullowhee, NC

Jan. 2022-May 2022

Aug. 2021-Dec. 2021

Jan. 2021-May 2021

Western Carolina University-Communication Dept.

Computer Lab Assistant - Killian 219

- >Generated daily records of student attendance
- >Provided technical assistance with Adobe Creative Cloud and class assignments

Cullowhee, NC

Jan. 2021-Dec. 2021

PROFESSIONAL ASSOCIATIONS

The Society of Professional Journalists – National Chapter/NC Chapter

Member

- >Honored with the 2022 Julie Galvan Outstanding Graduate in Journalism award
- >Received recognition for the award at the 2022 MediaFest conference in D.C.

Aug. 2022-Present

The Society of Professional Journalists – WCU Chapter

President

Vice President

- >Created and hosted workshops for AP style and WordPress
- >Raised over \$600 through a fundraiser for local nonprofit, Homebase
- >Presented a news story and research in the 2021 Virtual SPJ Conference
- >Named a finalist in region 2 SPJ MOE awards for feature writing

Cullowhee, NC

Aug. 2021-May 2022

Aug. 2019-May 2021

TECHNICAL SKILLS

- >Advanced knowledge of: Adobe Premiere Pro, Audition, InDesign, AP Style, Copy Editing, Project/Team Management
- >Intermediate knowledge of: Canon Rebel T8i/Sony NX5, Marketing/PR, Social Media Management, WordPress
- >Intermediate/Basic Knowledge of: Post Management Systems (Facebook Business Suite, Later.com), Monday.com

References provided upon request