



SARAH JOHNSON LABARBERA, MBA, MA

Phone: 219.242.1488

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PROFESSIONAL SUMMARY

A nimble-footed communications leader with 10+ years of experience in language-dense spaces, a proven and precise ability to hone messaging, and a strong penchant for strategy.

- Marketing strategy
- Team leadership
- Digital marketing
- Social media
- Rhetoric and voice
- Internal communications
- Brand development
- Writing and editing
- Proposal development
- Print production
- Market research
- People management
- Content planning
- Event coordination
- Public presentation
- Writing pedagogy
- Program management
- Team operations
- Executive communications

EXPERIENCE

ASSOCIATE DIRECTOR of ADVANCEMENT COMMUNICATIONS, College of Arts + Sciences, Indiana University | *Feb 2022–present*

- *Manages, writes, and edits digital messaging (average open rates of 52.18%, audience 75k+).*
- *Proposes data-driven communications initiatives to align with advancement goals.*
- *Coordinates with departmental clients, IU Foundation, and university partners.*

PUBLICITY MANAGER, *Literary Mama* | *June 2020–present*

- *Manages external affairs and marketing efforts for the magazine as a senior staff member.*
- *Hires and coordinates blog, social media, and newsletter staff.*
- *Develops and executes strategic initiatives to meet the magazine's operational goals.*

SOCIAL MEDIA & ELECTRONIC COMMUNICATION SPECIALIST, Auxiliary Business Services Marketing, Indiana University | *Aug 2017–Jan 2022*

- *Personally managed and developed 20+ social media accounts for 8+ brands.*
- *Managed, wrote, and edited digital communication (average open rates of 62.14%).*

DEVELOPMENTAL/COPY EDITOR, *Business Horizons*, Kelley School of Business, Indiana University | *July 2016–Aug 2017*

- *Oversaw launch and development of journal's social media channels.*
- *Initiated Medium article series and video explainer series to supplement journal content.*

GRADUATE ASSISTANT, English Department, John Carroll University | *Aug 2014–May 2016*

- **Writing Instructor:** *Taught independent freshmen writing courses with personal curriculum.*
- **Social Media Coordinator** (Writing Center): *Launched blog/social accounts and oversaw staff.*
- **Editor-in-Chief** (*John Carroll Review*): *Managed student literary journal production and staff.*
- **Program Coordinator** (Young Writers Workshop): *Managed administrative operations and liaised with faculty for annual youth intensive program.*



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DORM & STUDENT CENTER SUPERVISOR, Andrews Osborne Academy | *Aug 2013–July 2014*

PUBLIC RELATIONS & SOCIAL MEDIA COORDINATOR, Misny Law & Ass. | *Oct 2012–Aug 2013*

REPORTER/PHOTOGRAPHER, Huntington County TAB Newspaper | *May 2011–July 2012*

EDUCATION

MASTER of BUSINESS ADMINISTRATION
December 2022

Kelley School of Business, Indiana University
Concentration: Strategy and Leadership

MASTER of ARTS, English
May 2016

John Carroll University

BACHELOR of ARTS, English and Journalism
May 2012

Huntington University

Minor: Communication Studies

RECOGNITION

Letter of Commendation, 2018, Indiana University, Executive Vice President for University Academic Affairs

Ann Lesser Best Graduate Essay Award, 2016, John Carroll University, English Department

National Benedict Fellowship, 2012, Alpha Chi National College Honor Society

WRITING

Sample writing available at bit.ly/SJLSamples

Academic: Critical research, curriculum, class resource development

Editing: AP, APA, MLA, Chicago, house styles

Journalism/print: Hard news, feature, review, interview, community profile

Marketing: Pamphlet/brochure, info cards, email

Media: Video script, radio script

Web: Website, social media, blog

Other: Toasts, data/summary reports, poetry, fiction, creative non-fiction, proposals, SOPs

TECHNICAL

Certified Marketer Level 1 Credential
2020 | General Assembly

Google Ads Measurement Certification
Google Ads Search Certification
2020 | Google

Snapchat Ads Manager Certification
2020 | Snap Inc.

Primary software/platform background:
(Design) Illustrator, InDesign, Photoshop, Premiere; (Email) MailChimp, Salesforce Marketing Cloud; (Social Media) Agorapulse, Buffer, Hootsuite, Facebook, Instagram, LinkedIn, Sprout Social, X/Twitter, YouTube; (Web) IU Framework/WCMS, Wordpress