# Sarah Nahas

MARKETING – ADVERTISING - COMMUNICATIONS

Portfolio

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## SUMMARY

Marketing and communications professional who blends creative storytelling with data-driven strategy to build effective, audience-focused campaigns. My Experience spans content creation, research, design, and email/web marketing, with a consistent focus on using analytics and performance insights to sharpen messaging and drive measurable results.

## WORK EXPERIENCE

**Sarah Nahas Consulting** — **Sugar Land, TX**
*Freelance Digital Marketing & Web Design Specialist* — *April 2026 - Present*

- Design, develop, and manage custom websites for small businesses and independent clients via Wix and GoDaddy, including full site redesigns and ongoing maintenance
- Increased client website click-through rate (CTR) by over 15% compared to pre-engagement baselines through UX and design improvements
- Create and manage social media content calendars, driving a 12.3% increase in average engagement within the first three months of onboarding
- Set up and optimize Google Business Profile listings to improve local search visibility and discoverability
- Manage end-to-end client relationships, from initial strategy consultation through execution and performance reporting

**Nahas Data Source** — **Sugar Land, TX**
*Data Entry & Marketing Specialist* — *May 2025 - Present*

- Processed and validated gift batches in NXT/RE, ensuring accurate coding, tracking, and reporting
- Maintained database integrity through regular data cleanup, standardization, and quality-control checks
- Coded and linked records accurately to support reporting and donor stewardship

**Sky Society** — **Remote**
*Digital Marketing Intern* — *Jun 2026 – Aug 2026*

- Wrote and published an SEO-optimized blog post using Surfer SEO, targeting a long-tail keyword to boost organic reach
- Designed an Instagram Story to engage an audience of 29.1k followers, promoting a current job opening to drive leads
- Used Notion to schedule and plan Instagram content and the campaign timeline with internal stakeholders
- Built an influencer campaign tracking sheet to track collaborations with 18 creators in efforts to produce UGC
- Wrote a press release supporting marketing efforts for the "Marketing girly" podcast episodes

**US Med-Equip** — **Houston, TX**
*Digital Communications Specialist* — *Sept 2024 - Feb 2025*

- Executed HubSpot email and CRM campaigns, analyzing performance data to refine messaging and improve engagement
- Maintained 85+ digital business listings and WordPress content, improving SEO, accuracy, and online visibility
- Managed and optimized digital communications across web, email, and visual channels to strengthen brand consistency and audience engagement

## KEY SKILLS

- Social Media Marketing & Influencer Campaigns
- SEO & Keyword Research (Surfer SEO)
- Data Analysis & KPI Reporting
- CRM & Email Marketing (HubSpot and Mailchimp)
- Adobe Creative Suite (Lightroom, Illustrator, InDesign, Firefly)
- Content Creation & Project Planning (Canva, Notion)
- Google Analytics

## EDUCATION

**University of Texas at Austin** — **Austin, TX**
*Master of Arts, Advertising* — *Aug. 2022 - May 2024*

**University of Texas at San Antonio** — **San Antonio, TX**
*Bachelor of Business Administration, Marketing* — *Aug. 2019 - May 2022*