

SABRINA GRIVAS

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WORK EXPERIENCE:

Jr. Strategist

KWORQ | 2020 - Present

- Strategized and launched paid social media campaigns for multiple clients including 4-H.
- Responsible for the planning and executing of organic social media content calendars across various brands.
- Created reports to measure the success of paid campaigns and organic social content.
- Managed content projects to ensure streamlined workflow between social and internal departments and external partners.

Account Service Intern

Marcus Thomas LLC | 2019

- Responsible for managing KraftMaid, KeyBank, Dexcom, and FirstLight Home Care projects.
- Proven in developing a solid knowledge of the client's business, brand, product, and audience.
- Led a group of 14 interns to deliver a campaign to improve the internship program.

Social Media Manager

IMPACT Weight Management | 2018-2020

- Directed all of the company's social media accounts and established a cohesive campaign on various platforms.
- Spearheaded the promotional launch of the company's new Red Light Therapy service.
- Increased company's brand awareness by 260% in one year through hashtags, giveaways, and collaborations with local brands.

RELEVANT PROJECTS:

Parker Social

Freelance Web Designer | February 2022 - Present

- Designed an e-commerce website to promote local events.
- Integrated an events plugin to enhance shopping experience.

GoodYard

Freelance Web Designer | April 2022 - Present

- Designed a small business website to establish credibility and receive inquiries.

EDUCATION:

Master of Mass Communication in Web Design

University of Florida | 2021-Present

Bachelor of Science in Advertising

University of Florida | 2016-2020

SKILLS:

Languages and Frameworks:

- HTML5
- CSS3
- JavaScript
- Bootstrap

Ad Platforms:

- Facebook
- Google
- Pinterest
- Twitter
- LinkedIn

Marketing Tools:

- Adobe Creative Cloud
- Google Analytics
- Klaviyo
- Excel