

SARAH REALE

EDUCATION

Master's of Science, Politics and Policy

Emphasis in Public Policy

Utah State University

Bachelor's of Science, Journalism and Communications

Emphasis in Public Relations

Utah State University

SUMMARY

Excellent communicator with the ability to project and elicit interest, enthusiasm and drive using a common-sense approach. Self-motivating and adept at handling a diverse set of responsibilities by utilizing strong people, organization, and deadline management skills.

Over 15 years of experience in higher education with a focus on public relations, marketing and communications utilizing a student-first approach to help students reach their academic goals.

Over 9 years of research and volunteer-based experience advocating for growing communities and developing creative and effective solutions that strike a balance between both urban and open-space development.

EMPLOYMENT HISTORY

Director of Digital Marketing, Salt Lake Community College, January 2015 – Present

- Lead and develop institutional digital marketing and communication strategy for entire College.
- Direct strategy and implementation of all new digital marketing and communication tools.
- Supervise a team of seven web, video, and digital professionals to coordinate digital communication efforts to enhance the College brand and support institutional priorities.
- Create broad strategy for user experience on all digital communication systems.

Adjunct Professor, Salt Lake Community College, January 2012 – Present

- Political Science 1100: US Government and Politics
- Marketing 2810: Social Media and eCommerce

Assistant Director of Digital Marketing, Salt Lake Community College, January 2014 – 2015

- Responsible for building College's first digital marketing team by merging digital communication efforts internally and externally.
- Coordinated and managed comprehensive website redesign for College's 4000+ page website.

Social Media Coordinator, Salt Lake Community College, November 2011 – January 2014

- Designed and managed all social media activity for the College and drove over 100% engagement in one year, and over 150% increase in two years.
- Built tone, messaging tactics, and overall public digital communications strategy for social channels.
- Served as a key member of the public relations team connecting to legislators, media, and the Utah higher education community through social channels.

Senior Marketing Strategist, GCommerce & Blakeslee Advertising, Park City, 2010 - 2011

- Strategic marketing strategist at a digital marketing firm emphasizing in the hospitality industry. Managed websites, digital advertising campaigns, email marketing, social media, and coordinated with SEO efforts.
- Coordinate accounts with large clients, buy media, and develop public relations and marketing campaigns to increase client's sales and reputation.

Public Relations and Marketing Specialist, Utah State University, February 2008 – August 2010

- Developed large marketing campaigns for Utah State University in print, video, and web.
- Managed all communications for student services, admissions, retention, provost, athletics, and USU government relations. Our recruiting efforts helped increase enrollment for three consecutive years.
- Worked closely with University Advancement to launch USU's Capital Campaign by developing social, digital, and media communications to donors and public.
- Built partnerships with local media as an official public relations representative for university achievements, crisis communications, athletic announcements, and events.

New Student Orientation Coordinator, Utah State University, October 2003 – August 2007

- Trained and managed New Student Orientation staff, wrote and developed new student orientation materials.
- Worked with new students, parents, advisors, and other university stakeholders to help new students register, learn about policies and resources, pay tuition, and prepare for their first year at Utah State University.

RELATED EXPERIENCE

- Salt Lake County Open Space Trust Committee, Member, District 5
- Master's Thesis: The Correlation Between Local Government Tax Revenues and the Existence of Federally Designated Wilderness Lands
- University of Utah Chi Omega Advisory Board
- Utah Public Information Officer
- Salt Lake Chamber Leadership Utah, Class of 2015
- Research Assistant, Center for Rural Lands and Public Economics, 2008-2011
- Assistant to the Utah Speaker of the House, Greg Curtis, 2007-08

LEADERSHIP & ACHIEVEMENTS

- 40 under 40, American Association for Women in Community Colleges, 2017
- Salt Lake Chamber Leadership Utah, Class of 2015
- Panelist, CASE Utah, 2013, 2015, & 2017
- Presenter, CASE Conference, San Diego, California, 2016
- Committee Chair, SLCC, MySLCC Steering Committee, 2014 - current
- Committee Member, SLCC, Student Analytics Committee, 2014 - current
- Committee Member, SLCC, Strategic Enrollment Marketing, 2015 – 2017
- Committee Member, SLCC, Pathways Initiative, 2017 – current
- Committee Member, SLCC, Starfish Implementation Team, 2016 – 2017
- Committee Member, SLCC, Institutional Effectiveness Council, 2015 – 2016
- Student Coordinator, New Student Orientation, Utah State University, 2003 – 2007
- President, Public Relations Student Society of America, Utah State University, 2006 – 2007
- Association of Private Enterprises Education Scholarship Recipient, Spring 2009
- Utah State University Bill E. Robins Award, Finalist, 2007

REFERENCES & REFERRALS

- Carol Lear
Utah State Board of Education
- Dr. Denece G. Huftalin
President of Salt Lake Community College
- Jon Cox
VP Gov Affairs, Rocky Mountain Power
(Formerly Utah House of Reps & Dir of Comm for Gov Herbert)
- Kelsey Chugg
Associate Director, SLC Golf Program
- Keri Jones-Fonnesbeck,
Director, YWCA,
- Alison McFarlane
AVP Institutional Advancement, Salt Lake Community College