

LinkedIn:



Sloan Wyatt

Strategic Communications Strategist – Social Media Specialist
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EXPERIENCE

New West Communications, Austin, TX - *Communications Strategist*

FEBRUARY 2023 - PRESENT

- ❖ Coordinate media relations, pitching, and outreach to local, state and national media outlets
- ❖ Craft press releases and other communications-related deliverables that resonate with key audiences
- ❖ Guide content strategy with data-driven analytics + coverage using social listening and monitoring tools
- ❖ Maintain company website and establish brand identity through the digital newsletter and social media

Rational360, Washington D.C. - *Digital Communications Strategist*

SEPTEMBER 2022 - FEBRUARY 2023

- ❖ Generated biweekly reports that track growth, online sentiment, and campaign metrics
- ❖ Oversaw operations of fully integrated digital awareness, lead generation, and advocacy campaigns
- ❖ Provided strategic counsel to clients through data-driven insights from internal tracking and reporting

EDUCATION

The University of Texas at Austin — Bachelor of Journalism

Public Policy Bridging Disciplines Certificate, interdisciplinary study

Honors: Moody College of Communications' Dean's List, Richard J. Davis Endowed Scholarship recipient

Certifications: Google Analytics, Google Digital Garage - Fundamentals of Digital Marketing, PR Council Agency-Ready Certificate

RELEVANT WORK EXPERIENCE IN COLLEGE

The Texas Tribune, Austin, TX — Marketing, Comms Fellow

- ❖ Coordinated media relations and outreach efforts, building relationships with Texas and national media
- ❖ Devised plans for content distribution and announcements for an average audience of 5+ million monthly

The Zebra, Austin, TX — Editorial/PR Intern

- ❖ Oversaw content creation and management; managed digital customer service/community responses
- ❖ Developed monthly analytics reports demonstrating a \$1 billion-valued company's growing social presence

McCombs Magazine, Austin, TX — Editorial/PR Intern

- ❖ Edited and proofread articles for a bi-annual print magazine distributed to over 56,000 subscribers
- ❖ Covered events, fact-checked articles and compiled stories; copy-edited and proofread publication material

Certus Cybersecurity, Redwood City, CA — Consultant

- ❖ Designed written deliverables for a Fortune 100 company; drafted and proofread communication materials