



LinkedIn

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Sloan Wyatt

Social strategist and communications professional specializing in multi-platform digital campaigns, content innovation, and analytics-driven storytelling. Experienced in elevating brands across diverse industries through integrated social, influencer, and PR strategies.

EDUCATION

The University of Texas at Austin – Bachelor of Journalism

Public Policy Bridging Disciplines Certificate, Minor in Gender Studies

SKILLS

Social Listening + Insights

Campaign Development

Paid + Organic Optimization

Influencer + Creator Partnerships

Content Strategy

Creative Copywriting

Project Management

Experience with Meta Business Suite, Adobe Creative Suite,

Google Analytics, PR Newswire, Sprout Social, Cision, Twitter/X, Brandwatch, WordPress, Canva

CERTIFICATION

Google Analytics

Google Digital Garage – Fundamentals of Digital Marketing

PR Council

Agency-Ready Certificate

a 20-hour course focused on critical areas of integrated marketing communications

EXPERIENCE

The PR Habitat

Brand Coordinator
Nov. 2025 – Present

Sabra Strategies

Comms Consultant, Founder
Nov. 2024 – Present

Lead end-to-end digital strategy for a diverse client roster, shaping media campaigns, content, and optimization decisions based on real-time insights

Manage integrated media relations campaigns, aligning earned media, digital content, and paid promotion to increase visibility, engagement, and long-term brand equity

Translate business goals into clear, executable marketing and communications strategies that prioritize growth, audience relevance, and measurable impact

ATX Supper Club

Public Relations Director
July 2024 – Sept. 2025

Spearheaded public relations strategy, managing media pitching, influencer marketing, and brand partnerships to elevate the club's community-focused dining experiences

New West Comms

Communications Strategist
Feb. 2023 – Nov. 2024

Analyzed real-time social conversations to develop forward-looking digital strategies. Produced content calendars and cross-channel reporting to inform campaign pivots and optimize client messaging

Oversaw media relations efforts, coordinating outreach to local, state, and national media outlets. Responsible for curating media lists, writing, editing, and distributing press releases, and providing detailed analysis of media coverage

Rational 360

Digital Associate
Sept. 2022 – Feb. 2023

Researched emerging social media conversations, advising clients on forward-thinking digital strategies and future campaigns based on data-driven insights

The Texas Tribune

Mar-Comms Fellow
Jan. 2022 – May 2022

Devised plans for content distribution and announcements for an average audience of 5+ million Texans