



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.

## 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*

## EDUCATION

**The University of Texas at Austin — Bachelor of Journalism**

Public Policy Bridging Disciplines Certificate, Minor in Gender Studies

## EXPERIENCE

### Sabra Strategies

**Founder**  
Nov. 2024 – Present

Oversee digital marketing strategy for clients, including advertising, content development, and ROI-focused campaign optimization

Develop and execute strategic marketing and communications plans that align with business objectives and drive measurable growth

Manage media relations campaigns, aligning advertising, digital content, and promotional strategies to drive visibility and measurable engagement

Collaborate closely with sales, product, and training teams to support high-impact product launches and integrated marketing initiatives

### ATX Supper Club

**Public Relations Director**  
July 2024 – Sept. 2025

Spearhead 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