

# SARAH BREUNER

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## SUMMARY

Communications professional focused on effective, attention-grabbing writing and expanding organization engagement through thoughtful social media outreach. Energetic team member with more than four years media experience looking to utilize writing, strategic planning, and management skills in a public relations role.

## KEY SKILLS

- Writing, organization, people and project management, collaboration, copy editing, agility, photography
- Proficient in WordPress, Canva, Instagram, Facebook, Twitter, Hootsuite, ENPS
- Experience with Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Final Cut Pro, Adobe Photoshop

## RECENT CAREER ACCOMPLISHMENTS

- Produced seven-time consecutive top newscast in its time slot for 20<sup>th</sup> largest television market
- Spearheaded daily Instagram story news campaign consistently reaching 7,000 users, during which company following more than doubled

## EXPERIENCE

### **Techs Appeal, Remote (Part-time)**

October 2020-Present

#### **Writer/Social Media Specialist**

- Strategize and write tech-focused stories for national audience
- Plan and create engaging on-brand social media content, increasing engagement on Facebook and Instagram by more than 300%

### **Cultivate Results, Remote (Part-time)**

November 2020-Present

#### **Writer/Strategist**

- Design and execute internal communications strategies for financial services clients
- Write effective executive communications and corporate messaging aimed at improving employee experience and increasing diversity, equity, and inclusion awareness

### **KCRA-TV, Sacramento, CA**

June 2018-July 2020

#### **News Producer**

- Produced top-performing 5 a.m. newscast in Sacramento-Stockton-Modesto market
- Planned, designed, wrote, and executed newscast with stories focused on impact
- Increased social media engagement through daily Instagram stories
- Coordinated field crews in special event coverage

### **WRIC-TV, Richmond, VA**

May 2016-May 2018

#### **News Producer**

- Produced locally focused show with emphasis on breaking news
- Managed and communicated with talent, directors, editors, and photographers
- Published web stories, push alerts, and social media posts on Facebook and Twitter

### **Fox Sports Southwest, Irving, TX**

January 2016-May 2016

#### **Intern**

- Collaborated with producers and photographers on game and event coverage

- Logged live games for professional Dallas-area teams

**TCU 360, TCU Student Media, Fort Worth, TX****Managing Editor**

- Edited and wrote daily news, sports, and opinion stories
- Designed video and graphic elements
- Managed staff of more than 50 editors and reporters

August 2015-December 2015

**KOIN-TV, Portland, OR**

May 2015-August 2015

**Sports Intern**

- Wrote evening sportscasts
- Assisted with field production covering local sports
- Contributed to production and editing of weekly sports magazine show

## EDUCATION

**Texas Christian University, Fort Worth, TX**

- Bachelor of Arts in Journalism, Magna Cum Laude, May 2016
- John V. Roach Honors College, Bob Schieffer College of Communication
- Journalism concentrations in broadcast and sports, with business minor
- Kappa Alpha Theta Fraternity

**Jesuit High School, Portland, OR**

## AWARDS

- First Place, Television Audition, Texas Intercollegiate Press Association, 2016
- Schieffer School Davidson Leadership Scholarship, TCU, 2015-2016
- Dean's Scholarship, TCU, 2012-2016