

SARA SILVESTRI

PROFESSIONAL EXPERIENCE

MARKETING COORDINATOR

Modern Luxury Media | August 2019 - July 2020

Member of the Modern Luxury Media marketing team, working to power the nation's largest luxury media company by bringing to life integrated programs, events, social media, and digital marketing elements. Responsible for the development and direction of all Chicago based initiatives and sales team in conjunction with organizing and leading the marketing internship program.

- **Digital Marketing Support:** Successfully managed the back end of Modern Luxury sites to ensure a high-quality user experience. Utilized SEO, SEM and Paid Social to create and analyze content reports.
- **Social Media Marketing:** Planned, curated, designed and tracked data for all social media elements for 5 Chicago based accounts utilizing third party planning programs.
- **Intern Program Coordination:** Trained and directly managed 2-5 interns in the office at all times.
- **Event Planning/Budgeting/Production:** Aided directors in successfully planning and executing large scale events with many experiential marketing activations for brands such as Molson Coors, Issey Miyake, and Simon G.
- **Social/Email/Editorial Copywriting:** Wrote social media and email marketing copy as well as select print sections recapping local and signature events.
- **Client Correspondence:** Acted as marketing liaison for collection of materials and coordination of advertiser social media collateral, event execution and influencer marketing.
- **Cross-Organizational Collaboration:** Collaborated cross-functionally with sales, design, photo, editorial, distribution, and production departments to meet publication deadlines.

MARKETING AND BRAND STRATEGY INTERN

Skoog Productions | June 2018 - December 2018

Project and initiative driven intern at Skoog Productions, an integrated communications agency representing many of the most beloved luxury brands.

- **Media Relations:** Investigated and drafted content for press outreach on behalf of client's print, broadcast, and digital campaigns including product pitches, press releases, and one-sheets.
- **Influencer Engagement/Social Media:** Tracked client's social media impressions and engagement rates for marketing roadmaps. Created draft copies of client deck proposals for luxury brand partnerships.
- **Event Coordination:** Facilitated check-in, created seating chart, and compiled photographer captions at events for clients such as COS, Jimmy Choo, and Moncler.
- **Market Research:** Conducted market research projects for senior publicists to aid in projects for clients.

ACCOUNT EXECUTIVE

Inigo Communications | August 2018 - December 2018

Dynamic member of the only student-run communications agency in the city of Chicago, giving brands access to marketing solutions possessed by top communications and business students at Loyola University Chicago.

- **Account Coordination:** Represented curated lingerie brand, Burgundy Fox.
- **Social Media:** Increased Burgundy Fox's Instagram following by 38% by scheduling and planning all of the brand's social media efforts.
- **Influencer/Email Marketing:** Organized a campaign with 11 participating influencers. Executed an email marketing campaign to drive brand awareness and interaction.
- **Content Creation:** Created and edited 2 top to bottom podcasts for the Seamless Podcast by Burgundy Fox.

AFFILIATIONS/PROJECTS/VOLUNTEER WORK

The Wall Group, Katie Mossman- Fashion Stylist Intern, New York Fashion Week A/W 2019

Rent the Runway- Campus Representative 2019

Chicago Fashion Incubator- Brand Strategy and Marketing Volunteer 2018-2019

Chicago Ideas Week- Staff Volunteer 2018-2019

Kate Spade New York- Muse, Sales Associate 2016-2018

Phi Sigma Sigma Panhellenic Sorority- Risk Manager 2018-2019

Alpha Kappa Psi Professional Business Fraternity- Member 2016-2019



CONTACT

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EDUCATION

Bachelor of Business Administration,
Marketing

Minor, Multimedia Journalism
Loyola University Chicago | 2015 - 2019

PROFESSIONAL SKILLS

Content Marketing

Digital Marketing

Social Media Marketing

SEO & SEM

Content Management Platforms-
Hootsuite, Later, Planoly, Sprout Social,
HubSpot

Adobe Creative Suite

Microsoft Office Suite

Squarespace & Wordpress

Event Planning

Budgeting

Time Management

Data Analytics via Excel, Qualtrics,

Tableau

Copywriting

Leadership

PERSONAL SKILLS

Creative & Analytical Mind

Curious Spirit

High Emotional Intelligence

Reliable and Professional

Fast Learner

Tenacious

Detail Oriented

CERTIFICATIONS

Advanced Google Analytics

Google Analytics for Beginners

Google Fundamentals of Digital

Marketing

REFERENCES

Contact Information Upon Request

Gina Budak // Regional Marketing
Director // Modern Luxury Media

Raquel Cadourcy // Chief Marketing
Officer // Modern Luxury Media