# **Sarah Christine Bolton**

805-464-1499 (cell) sarahbolton2003@yahoo.com

# Education

### Sept. 2008-May 2010

### University of Memphis

Memphis, TN

Earned an MA in journalism with emphasis in social media and public relations Completed courses include mass media law, web management I and II, media writing/editing, mass media theories, photography, mass media administration, mass media research methods, and public relations campaigns

#### Sept. 2003-December 2006 **Belhaven University**

- Graduated cum laude with BA in dance, minor in creative writing
- Served as editor of campus literary journal, "the Broque," for two years •
- Completed 70-page work of creative non-fiction essays for senior writing project
- Wrote articles for college newspaper "The Quartertone"

# Work Experience

#### September 2002-Present Writer/Editor/PR Consultant/Photographer Memphis, TN

- Manage marketing, public relations, and social media platforms for multiple clients. Create and edit strategic marketing plans. Write and edit press releases, advertising copy, blog posts, etc. Manage media relations. Shoot and edit basic video.
- Manage day-to-day administrative duties of writing, including writing and submitting query letters to various editors and publications, billing, contacting and interviewing sources, and researching story ideas on various topics like travel, food, education, the arts, health and fitness, and more.
- Wrote regular food column for "CDKitchen.com" Fall 2007-Winter 2009.
- Publishing credits include "Memphis Flyer," "The Spring Hill Review," "MSW Management," "Dance Magazine", "The Cedarville Review," "Jackson Free Press," "Memphis Health and Fitness," "Memphis Parent," "Memphis Flyer," "Southern Bride Magazine," "Romantic Destinations" and "VIP Memphis"

### September 1998-Present

## Blue Ridge Services, Inc.

Technical Writer/Marketing Coordinator

- Wrote scripts, manuals, and teacher's manuals for landfill video safety training program
- Wrote and edited reports and documents
- Edited sections of the 2nd edition of The Handbook of Landfill Operations
- Duties include writing letters, advertising, writing press releases, accounts billable and payable, taking book orders, shipping book orders, ordering office supplies, coordinating conferences throughout the United States, graphic design, editing/writing, managing website design, managing social media and blog posts
- Employer: Neal Bolton—Phone #: 805-461-6850 •

### October 2009-June 2010

Creative and Strategic Project Manager

Worked for a public relations firm and assisted owner with all aspects of client management, writing, creative brainstorm, and implementation of public relations and marketing plans

Thumborint Creative

- Created and maintained client blogs and social network profiles. Wrote and distributed press releases. Assisted with creating brochures, letters, posters, ads, etc.
- Manager: Beena White-Phone #: 901-463-0357

#### May 2009-August 2009 Editorial Intern

### Memphis Magazine/Memphis Flyer

Memphis, TN

Memphis. TN

- Updated resource lists, edited copy, took photographs, conducted interviews and wrote articles, conducted research
- Supervisor: Michael Finger—Phone #: 901-521-9000

Jackson, MS

Atascadero, CA

### September 2007-June 2008

### The Orpheum Theatre

Marketing Assistant/Promotions Coordinator

- Duties included assisting marketing director with the planning and implementation of
  promotions, overseeing all aspects of rewrite of theatre's history book, maintaining all event
  calendars, assisting with writing press releases and website copy, assisting with media
  appearances by cast members, assisting with show settlement and marketing budgets,
  overseeing the printing and distribution of marketing materials like posters and brochures,
  developing and implementing a street marketing team, overseeing, planning, and
  implementing various promotions related to the marketing of Broadway shows and children's
  productions.
- Manager: Kanette Rodgers—Phone #: 901-529-4287

#### June 2007-August 2007

### **Trilogy Marketing**

Memphis, TN

Intern for Southern Bride Magazine and Romantic Destinations

- Wrote articles, interviewed sources, coordinated photo shoots, conducted research, wrote and edited copy, some cold calling to potential advertisers, magazine distribution
- Employer: Sherra Meyers—Phone #: 901-761-1505

# Leadership/Volunteer Roles

- Currently serve as publicity manager for non-profit modern dance company Project: Motion
- Served as editor of the Brogue, literary journal at Belhaven College. Duties included organizing and leading staff meetings, giving out staff assignments, reading and editing submissions, choosing accepted submissions, organizing format and order of journal, working with graphic artist/designer on overall journal design
- Served as co-president of DOXA, dance club at Belhaven College. Duties included planning club events, event publicity, coordinating and running bi-annual DOXA dance concert
- Served as department liaison for Graduate Student Council at University of Memphis
- Served on Graduate Grade Appeal Committee

# **Online Profiles/Website**

- <u>www.childrenofthewall.com</u>
- www.thesocialnetworkisalwaysgreener.wordpress.com
- www.facebook.com/people/Sarah-Christine-Bolton/136700330
- http://twitter.com/sarahbolton2003
- http://linkedin.com/in/sarahchristinebolton

## **Computer Programs/Platforms**

• PC, Mac, Photoshop CS3, Dreamweaver CS3, Flash MX 2004, Word, Excel, PowerPoint, Firefox, Safari, Internet Explorer, WordPress, Blogger