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SARAH IREDELL

Professional Portfolio





ABOUT ME

I am pursuing my Bachelor of Science in Marketing at the University of Tampa, set to graduate in May 2025 and am currently looking for an entry level digital marketing position based in Tampa. I currently work part-time at an agency, but am looking for an in-house position with opportunity for full time. Thanks for checking out my work!



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CONTENTS



EXPERIENCE

- Skills
- Certifications

MY WORK

- Grow Getters
- Cheval Wellness
- Morrow Insurance
- Iceberg Heating and Cooling
- Eric Ritter
- Pediatric Dental Anesthesia Associates

Course Work

- Buyer Behavior
- Digital Marketing
- Global Marketing



SKILLS

Canva, Adobe, WordPress, CapCut, Google,
Microsoft, Qualtrics, SPSS, Asana, Slack, Metricool



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CERTIFICATIONS



HUBSPOT ACADEMY

Social Media Marketing

SEO

Inbound Marketing

Content Marketing

Email Marketing

Inbound Sales

GOOGLE SKILLSHOP

Google Analytics

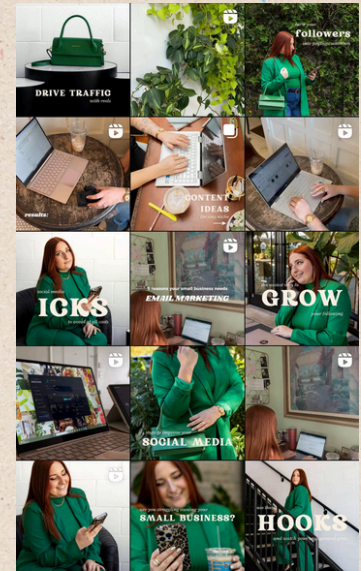
Google Ads Search

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PROFESSIONAL WORK





GROWGETTERS

I manage the social media accounts of the Grow Getters Marketing, including Instagram, Facebook, TikTok, LinkedIn, and Google Business. This consists of creating and posting graphics, reels, and photos regularly, posting daily stories, and engaging with the online community for at least 15 minutes per day.



growgettersmarketing Content pillars help you create a strong foundation for your content strategy 🌱💡

Content pillars are the core topics or themes that drive your content strategy. They help you stay focused and ensure that your content is consistent and aligned with your business goals 🌱❤

To identify your content pillars, ask yourself:

- * What are the main topics that my audience cares about?
- * What are the most important messages I want to convey?
- * What sets my brand apart from others?

By identifying your content pillars, you'll be able to create a content plan to ensure your social media profile aligns with your business. This will save you time and energy, and help you produce high-quality content that resonates with your audience 🌱❤

Stay in the loop with our latest tips and tricks ➡️

#SocialMediaMarketing #ContentPillars
#ContentStrategy #TargetMarket #TargetAudience
#SmallBusinessOwner #MarketingTips
#ContentPlanningTips #Tampa #TampaFL
#TampaMarketing

GROWGETTERS

The target market of female, small business owners led to a strategy of posting business and marketing tips for business owners. Crafting effective captions, utilizing story features, and prioritizing engagement led to a 253% increase in following and a 320% increase in post interactions over the past 12 months.



CHEVAL WELLNESS

I previously managed the Facebook and Instagram accounts for Cheval Wellness, a direct primary care clinic. This consisted of generating reel prompts and filming content, posting graphics, reels, and photos regularly, posting daily stories, and engaging for a minimum of 15 minutes daily. This led to more than doubling the following and bringing in new customers.



chevalwellness Estrogen is often referred to as the 'hormone of youth', but what happens when it gets out of balance? 🤔 ⚖️

Low estrogen levels can lead to fatigue, mood swings, and even weight gain. But did you know that bioidentical estrogen therapy can help restore your body's natural balance? 🧑 🌿

Cheval Wellness uses a personalized and careful approach to determine the right dosage and delivery method for your unique BHRT needs 🩺 💙

Schedule a consultation to learn more about how BHRT can help you feel like your best self! 📱 ✨

CHEVAL WELLNESS

Because this client provides medical services, it was essential to ensure all information was accurate. This, paired with consistent branding and regular posting, built trust within the community and created a loyal following.



ericritter How to Use AI in Marketing 🧙‍♂️

AI is a tool to support creativity, not replace it. The best marketers know how to balance tech with authentic storytelling. Here's how to enhance your creative process using AI:

🧠 **Brainstorming:** Let AI spark ideas for headlines, content themes, or captions, but make them your own!

🕒 **Research:** AI tools like SEMrush analyze trends quickly. Use insights, but trust your judgment.

👤 **Personalization:** Deliver personalized content at scale with AI, but review content for your brand's voice.

📊 **Data-Driven Creativity:** Use AI analytics to guide creative decisions to ensure your pushing the best version of your content.

AI can't replace empathy, storytelling, or ethical judgment, only YOU can bring that magic. 🍷 Human + AI = marketing superpower!

How are you using AI to elevate your marketing? Share below! 💬

#seo #searchengineoptimization #seoexpert
#marketingexpert #marketingstrategist
#digitalmarketingexpert #digitalmarketing
#marketingtrends #seotip #digitalmarketingtip



ericritter Want to actually stand out in search rankings this year? It all comes down to four simple letters: E-E-A-T. Let's talk about why it matters more than ever.

I was catching up on some industry reading over a glass of Pinot Noir, and came across a fantastic post by Keri Engel on the future of SEO.

Read it here if you haven't already! 🍷 <https://explodingtopics.com/blog/future-of-seo>

One trend she highlights, and I couldn't agree more, is the increasing importance of E-E-A-T: Experience, Expertise, Authoritativeness, and Trustworthiness.

Here's my take:

- ◆ **Experience:** Real-world knowledge matters. Share actual insights from your personal or business journey.
- ◆ **Expertise:** Prove you know your stuff. Think detailed guides, case studies, and data-driven content.
- ◆ **Authoritativeness:** Get others to recognize your expertise. Mentions, reviews, backlinks... they all build your "street cred."
- ◆ **Trustworthiness:** Be transparent, accurate, and consistent. A polished site with clear contact info and no shady tactics = trust.

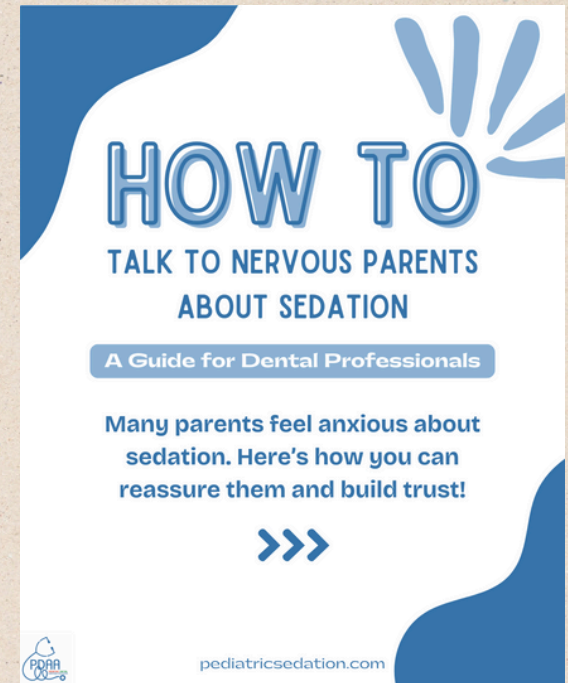
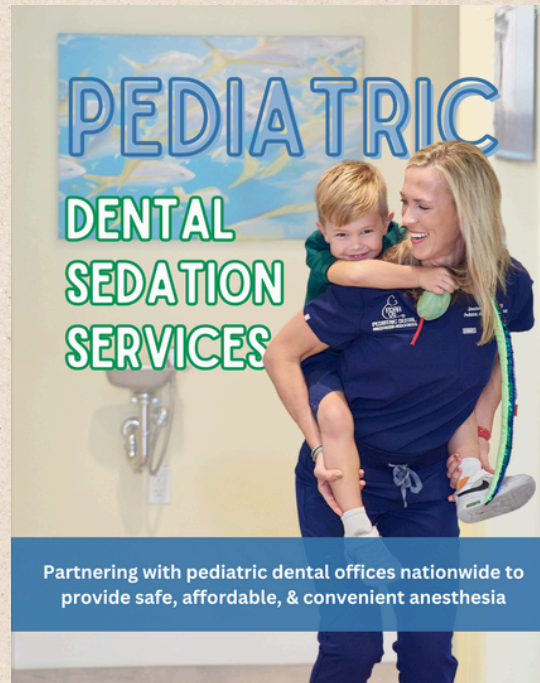
Google's getting smarter, and real brands (and real people) are who win. Your content should feel like it's written by someone who's actually been there, because it is!

Curious how your site stacks up when it comes to E-E-A-T? Drop a comment or DM me, happy to chat over a glass of wine or a Zoom call. 🍷💻

#digitalneighbor #webdesign #leadgeneration
#marketingexperts #seo #searchengineoptimization
#seoexpert #marketingexpert #marketingstrategist

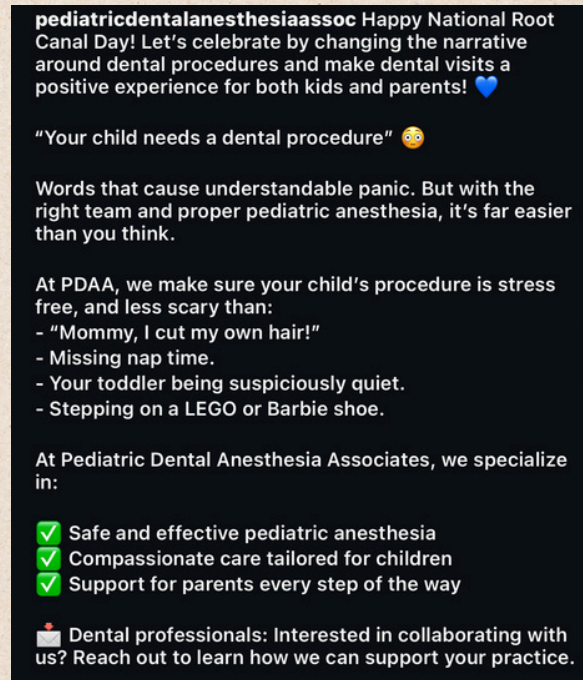
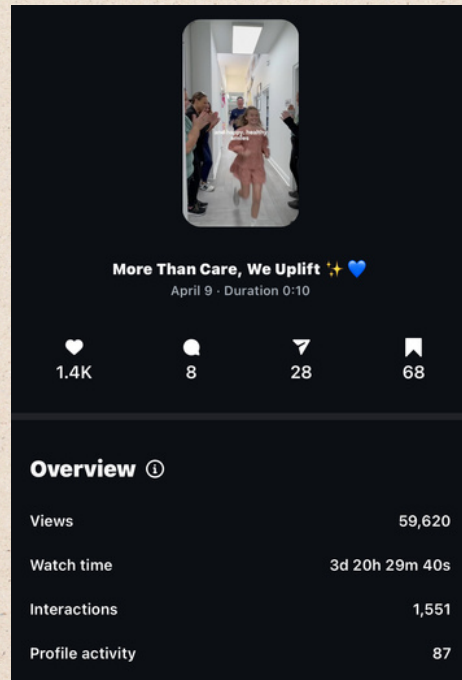
ERIC RITTER

I manage the personal LinkedIn and Meta profiles for Eric Ritter: CEO of Digital Neighbor, host of The Search Bar Podcast, and USF marketing professor. The content is a blend of personal branding, work-life balance insights, and clever integration of wine terminology with digital marketing tips, positioning him an "SEO Sommelier".



PEDIATRIC DENTAL ANESTHESIA ASSOCIATES

I manage the Meta and TikTok profiles for PDAA, sharing B2B marketing content targeting pediatric dental offices across multiple states. The content is a mix of educational, promotional, heartwarming, and trending concepts to target the primary audience, while showcasing their strongest value of creating positive dental experiences for children.

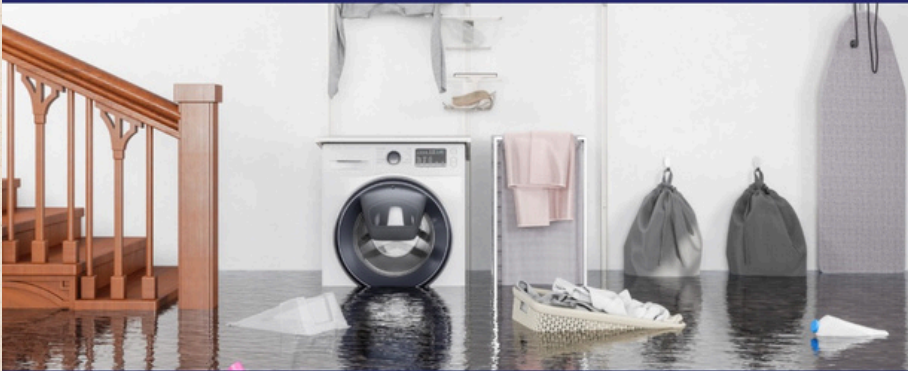


PEDIATRIC DENTAL ANESTHESIA ASSOCIATES

Community management and clear content pillars have led to increased following by 300+ on Meta, and 40+ on TikTok. Consistent and strategic story posts assist moving the followers along their buyer's journey of considering then partnering with PDAA.

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Call at 813-963-1669

Business Coverage

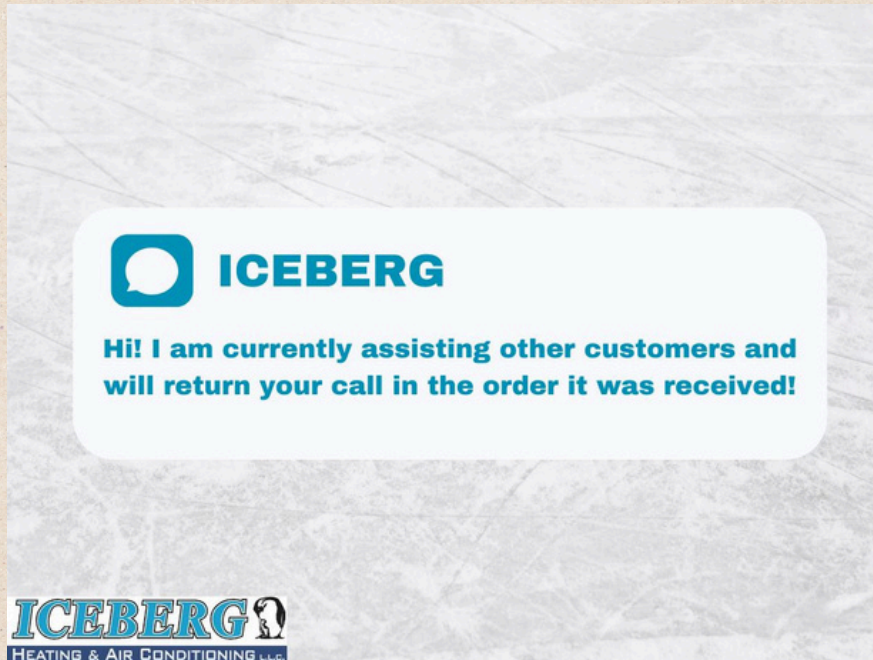


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- Liability
- Group Health, Life, Dental
- Fire, Crime
- Marine

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Call at 813-963-1669

MORROW INSURANCE

I managed the Google Business profile for Morrow Insurance which consisted of creating posting graphics regularly and managing the comments and reviews.



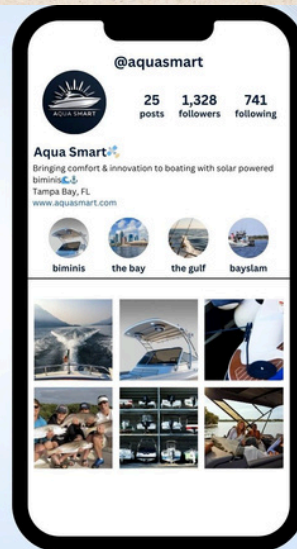
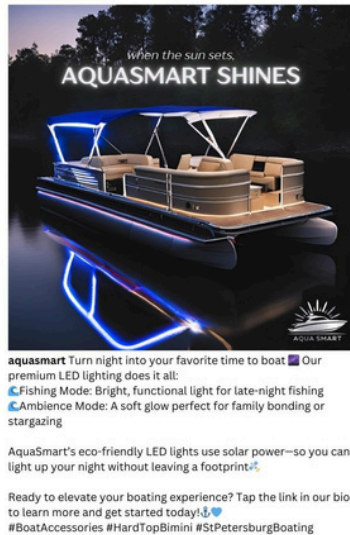
ICEBERG HEATING & COOLING

I managed the Facebook and Google Business profiles for Iceberg Heating & Cooling which consisted of creating and posting graphics regularly as well as engaging with the online community.



COURSE WORK





PROMOTIONAL CAMPAIGN

AquaSmart

Our promotional strategy is designed to engage fishing enthusiasts and recreational boaters while positioning AquaSmart as a trusted and innovative solution in the market. The campaign's core objectives are to elevate brand awareness, establish credibility, and cultivate an active and engaged online community.



Channels

- Instagram, Facebook, & Google Business

Schedule

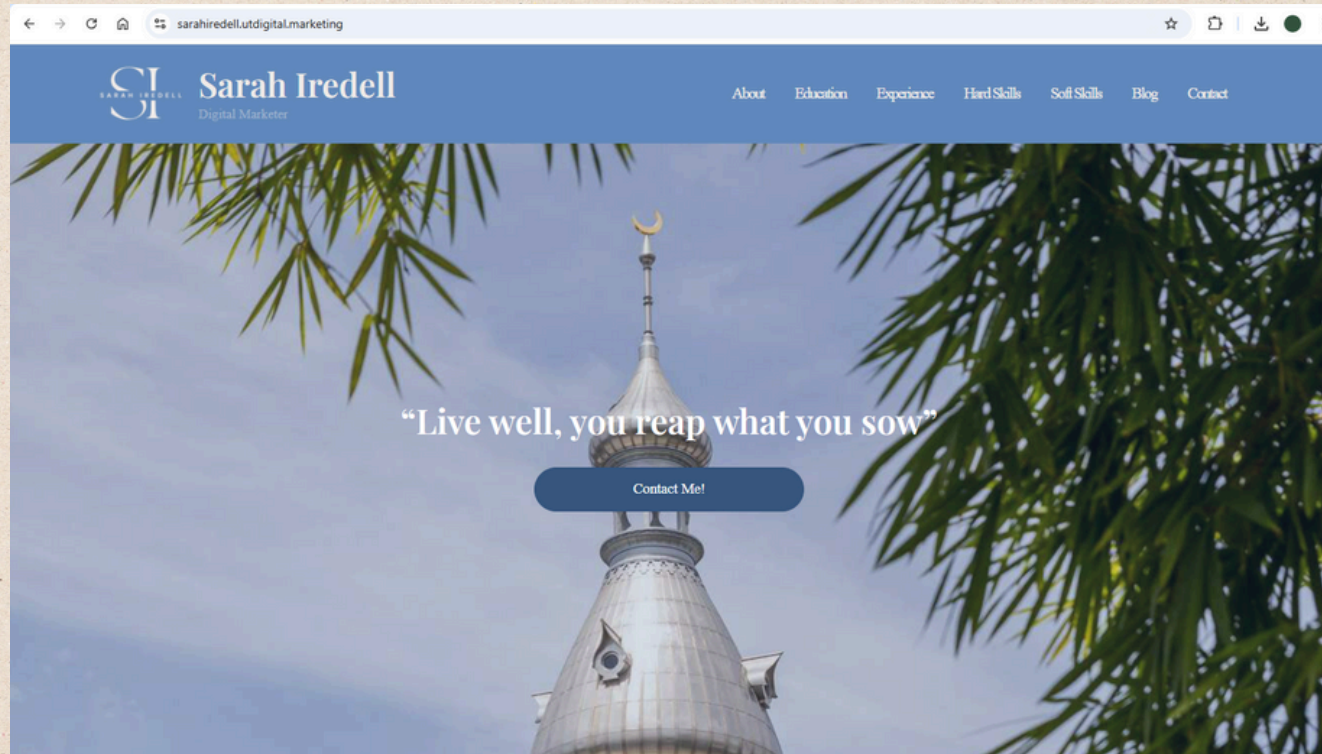
- 3-5 posts per week
- 5-7 PM

Content Pillars

- Educational Content
 - Product Information
 - Fishing & Boating Tips
 - Best Fishing Spots
 - Seasonal Fishing Information
- Entertaining Content
 - Day in the Life
 - Port Tampa BaySlam
 - UGC Campaign

BUYER BEHAVIOR

The final group project in my Buyer Behavior course was to pitch a new product, my group pitched AquaSmart, a multifunctional hard topimini. I worked on the promotional strategy including an example post and profile.



DIGITAL MARKETING

My Digital Marketing course was definitely a favorite. We spent the second half of the semester building portfolio websites using WordPress. We used what we learned about branding and messaging and implemented it to our final project.

Be Ready. Be trained. Be a Certified Responder.

Join a global movement of everyday people preparing for extraordinary challenges.

1 | What Is the Certified Responder Program?

The Certified Responder Program equips individuals with lifesaving emergency preparedness skills—from first aid and CPR to climate-specific disaster training. Whether you're a volunteer, outdoor enthusiast, or concerned citizen, you can make a real difference when it matters most.

2 | Why Certification Saves Lives

In climate-related disasters, early action can save lives. Communities with trained citizens are more resilient, more prepared, and recover faster. By becoming a Certified Responder, you're not just protecting others—you're helping build a safer world.

3 | What You'll Learn

First Aid & CPR – Life-saving basics
Disaster-Specific Protocols – Wildfire, flood, earthquake
Navigation & Emergency Communication
Mental Health First Response – Caring for yourself and others
Sustainability & Ethical Response – Responding without harming

Gear Up, Give Back

patagonia

About the Campaign

Gear Line

Certified Responder

Community Hubs

Training Sponsorship

Impact Stories

Apply for Funding

Donate

Gear Up, Give Back is Patagonia's global campaign to support climate resilience through innovation, training, and community action. Join us as we empower frontline responders and prepare communities for tomorrow's challenges, starting today.

[Learn More →](#)

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Color

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All Products

This gear line honors firefighters, EMTs, paramedics, and law enforcement with tough, functional designs made to perform under pressure. Whether you're on the clock or off, wear it with pride. Less

8 products

Sort by: Recommended

Best Seller



GLOBAL MARKETING

In my Global Marketing course, I collaborated on a strategic campaign proposal for Patagonia called Gear Up, Give Back; a global initiative promoting disaster preparedness, sustainability, and community resilience. I designed an interactive website through Wix to visually present our campaign strategy.

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