



Indigo Sargent

PROFILE

Self-motivated problem solver with expertise in results-driven social media and marketing strategy, project management, and client relations. Adept at tackling complex tasks in an fast-paced environment that values resourceful and driven employees.

CONTACT

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SKILLS

- Content curation
- Marketing strategy
- Social media management
- Social analytics software (i.e. Sprout Social, Agorapulse, etc)
- Google, Microsoft, and Adobe Ste.
- A/B testing
- Canva and Figma
- CMS and CRM software
- Copywriting and editing
- Community management

LANGUAGES

English ● ● ● ● ●

French ● ● ● ● ●

EDUCATION

Neuroscience and French

University of Arizona, 2014-2016

EXPERIENCE

Professional Development Career Break

Self-employed, 4/2023 - Present

I set aside this time to further my skills and experience in music production and content creation. I composed, produced, performed, mixed, and mastered two tracks in Ableton Live, and further managed the distribution and promotion of both, including the creation of all graphics and videos.

Social Media and Marketing Specialist

Anima for Porsche Digital (PDI), Marqued project, 3/2021 - 4/2023

- Created fresh content to engage an increasingly diverse car enthusiast community
- Established a unique brand identity in the automotive space through innovative marketing and personable community management
- Curated monthly social calendar to promote editorial content and company events
- Generated and presented analytics reports to apprise PDI of social growth and new initiatives
- Edited, onboarded, and published weekly editorial content
- Coordinated media collaborations with clients and PDI
- Scheduled analytics-driven weekly email blasts in Mailchimp

Senior Relations Manager

Ziprent Property Management, 11/2019 - 4/2021

- Mediated complex client issues and facilitated creative resolutions
- Developed processes to improve department workflow, reducing ticket completion time by 33%
- Authored comprehensive training documents
- Converted tenant and owner leads into long-term clients
- Processed application data efficiently and accurately
- Trained new hires and carried out progress checks to ensure a smooth transition

Social Media Manager

Contracted, 5/2018-11/2019

- Curated content for multiple clients in the wellness and skincare industries
- Managed social media schedule, strategy, and community management

Social Media and Ambassador Program Director

The TouchPoint Solution, 3/2017-3/2018

- Go-to problem solver for CEO and CSO
- Amplified Brand Ambassador membership by over 400%
- Managed official company social media pages
- Coordinated community-centered events and initiatives to promote Ambassador engagement and retention
- Maintained thorough and organized CRM
- Increased social media presence using analytically driven campaigns

Lead Desk Assistant

University of Arizona LGBTQ Affairs, 8/2014 - 6/2016

- Created informational materials and content for center website
- Provided educational Safe Zone presentations for faculty and staff
- Managed daily office operations including staffing and stocking center
- Organized analytics reports on events and trainings to inform future projects
- Served as point of reference for administrators, students, professors, and community on campus LGBTQ affairs