

Sarah Alice Liddy



Education

Bachelor of Fine Arts Music Theatre
Elon University | 2017 - 2021
Magna Cum Laude

Skills

- Developing Content Ideas
- Scripting for Social Media
- Short Form Video Editing
- Canva Digital Design Experience
- Team Collaboration
- TikTok Growth Strategies
- Managing Social Media Accounts
- UGC Content Creation Experience
- 15+ years as a Musical Theatre Performer
- Active on Social Media
- On Top of Social Media Trends
- Basic Admin Skills (Google Docs, Sheets)
- Basic Office Skills

Other Experience

Roger Rees Awards Social Media Intern

Roger Rees Awards | February 2021 - May 2021

- Curated and captured content for the Roger Rees Awards Instagram, Facebook, and Twitter page
- Managed posting on Instagram and Facebook
- Used Canva to create digital designs to post on all major social media platforms
- Interacted with alumni to support the awards on social media
- Met weekly with the Roger Rees Awards team to discuss content ideas and strategies

Work Experience

Team Epiphany Social Media Intern

Team Epiphany LLC | October 2022 - Present

- Short-form video editor for Amazon Prime Video's TikTok Platform, "Culture Rated"
- Assist with content ideation and scripting for Amazon Prime Video's TikTok Platform, "Culture Rated"
- Researched and curated a list of TikTok creators to be featured on "Culture Rated's" TikTok/IG pages
- Developed, researched, and presented a TikTok Strategy deck to TE's social media team
- Assist the analytics team by inputting social media data into sheets
- Assist all members of the team with daily tasks
- Assist office manager

Darkroom Agency UGC Creator

Darkroom Agency | May 2022 - Present

- Create and capture engaging video and photo content for brands to use on their personal social media pages to bring brand awareness
- Worked with Rinna Beauty and Hustle Beauty on makeup-related UGC video content
- Devise content ideas for brand/product
- Shoot engaging photos and videos with/of product
- Edit photo content in Lightroom and video content in InShot for brands
- Communicates with brands and marketing agency

Podcast Host & Creator

Self-Employed | March 2022 - Present

- Manage, create, and capture Tik Tok and Instagram Reel content based on trends and original ideas
- Research and pitch to potential guests
- Manage email account and podcast schedule
- Devise episode content based on trends and audience input
- Develop intriguing interview questions to conduct interviews
- Accumulated over 28,000 Tik Tok Followers and 1,000 podcast subscribers.

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