

Angelica Sargent

Results-driven professional with a strong retail, sales, and social media management background, with a demonstrable record of success in management and customer, client, and employee satisfaction.

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EXPERIENCE

Freelance & Subcontractor, Remote — Digital Marketing Coordinator

NOVEMBER 2019 - PRESENT

- Clients: Fool & Scholar Productions, EEOC, Creative Calling Coaching
- Write, submit press releases and calendar listings
- Content creation for social media outlets
- Design graphics for clients through Canva & Photoshop application
- Social media posting and management – Facebook, Instagram, LinkedIn, TikTok, Twitter
- Media Outreach
- Create Discord management bots for private Discord servers

Rebillard Public Relations, Millerton, NY — Digital Marketing Coordinator

DECEMBER 2018 - JULY 2022

- Write, submit press releases and calendar listings
- Design graphics for clients through Canva & Photoshop
- Social media posting and management – Facebook, Instagram, LinkedIn, Twitter
- Website design/organization for clients – Wix, WordPress
- Content creation for social media outlets and upcoming events for clients
- Ensured social outlets were fostering positive conversation surrounding client's messaging
- Captured analytical data for social accounts - used data to plan content/ideas to improve social accounts

Gamestop, Danbury, CT — Store Leader Mentor

APRIL 2011 - APRIL 2018

- Managed, coached team of 12 in \$1.5 volume store
- Coordinated events – video game tournaments, “Pokemon Day,” late-night launches, product launches, job fairs, meetings
- Ensured guest satisfaction and met guest needs
- Exceeded both sales and profit goals for full fiscal year
- Attended Women's Leadership Meetings, 2016 & 2017
- Interviewed, hired, trained, and coached employees
- Bookkeeping, Profit & Loss

SKILLS

Excel, Powerpoint, Word.

Asana, Hootsuite.

Canva, Illustrator, Over.

Wix, WordPress.

Constant Contact, Meltwater.

HTML, CSS, Javascript,
jQuery, Apollo GraphQL,
MySQL, MVC, Node.js, ORM,
Sequelize, Express, Mongo,
React, MERN, & State.

AWARDS

Gamestop, 2016: Exceeded sales and profit goal within region.

Gamestop, 2017: Exceeded sales and profit goal within region.

LANGUAGES

English, Brazilian Portuguese,
American Sign Language.

WEBSITES

[LinkedIn](#) & [Github](#)

EDUCATION

The University of Connecticut, Stamford, Connecticut —
B.A. Communications – Graduated: Spring 2020

The University of Connecticut, Full-Stack Web Developer —
Certification – Graduated: September 2021

CAREER PROJECTS

Brad Kendall Re-Election 2019 — Social Media Management

- Live posting throughout fundraising events.
- Created content: graphic design and video editing.
- Managed social media accounts throughout campaign.

Blossom Ball 2019 — Social Media Management

- Live posting throughout the event.
- Interviewed celebrities on the red carpet.
- Managed social media accounts for questions/commentary leading up to and during event.

Trade Secrets 2019 — Social Media Management

- Live posting throughout the event.
- Managed social media accounts for questions/commentary leading up to and during event.

PROGRAMMING PROJECTS

Game Randomizer - Collaborative Project

- Created an application that allowed users to randomize Steam titles for them to play, utilizing the RAWG and Public Steam APIs.
- Created with HTML, CSS, Javascript, JQuery, & Materialize.

Password Generator

- Created an application that allowed users to randomize a password of multiple characters, letters, and numbers.
- Created with HTML, CSS, and Javascript.

Workday Scheduler

- Created a scheduler for users to help organize their day-to-day.
- Created with HTML, CSS, and Javascript.

REFERENCES

Bradford Kendall, *Dutchess County Clerk - Dutchess County Gov.*

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Camden Winters, *District Leader - CompHealth*

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Margaret Caspler, *Consultant - M. Caspler Consulting*

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