

Sawyer Coco

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Education

Master's Degree: Suffolk University | *May, 2024*

Master of Arts in Communication with Public Relations and Digital Advertising Concentration
3.86 GPA

Bachelor's Degree: Louisiana State University | *December, 2022*

Bachelor of Arts in Communication with an Advertising Concentration
3.62 GPA

Experience

Marketing Assistant & Bartender

Hojoko Japanese Tavern | Boston, MA | October 2024 - Present

- Proactively collaborated with the marketing director to support digital content creation and brand development, while excelling in a fast-paced client-facing role.
- Shot and edited professional-grade photography for digital menus and Instagram content to enhance online visual branding.
- Sourced and created visual assets for social media campaigns, supporting consistent engagement.
- Provide on-the-ground insights to the marketing team to help align promotional content with customer demographics and in-store experience.

Digital Content Production Manager

Hillcroft | Poughkeepsie, NY | June 2023 - August 2024

- Managed and scheduled daily social media posts across 3 platforms
- Increased social engagement by 35% using real-time analytics from Brandwatch
- Designed and executed digital campaigns with a focus on audience segmentation
- Conducted social media listening through Brandwatch

Digital Content Production Intern

Porch and Parish | Zachary, LA | May 2022 - September 2022

- Developed and launched 4+ targeted advertising campaigns across social media and print
- Analyzed campaign performance metrics weekly, improving engagement by 20%
- Produced and distributed weekly newsletters to an audience of 3,000+ subscribers
- Led and coordinated 6 professional photoshoots for feature articles

Content Manager

Student Support Services at Louisiana State University | Baton Rouge, LA | August 2019 - May 2022

- Created and published daily content to engage 1000+ students across digital platforms
- Assisted 50+ students weekly with program services and benefit navigation
- Planned and executed 10+ monthly events, boosting program participation by 40%

Legislative Intern/Page

Louisiana State Capitol | Baton Rouge, LA | June 2021 - July 2021

- Provided legislative assistance to Rep. Daryl Deshotel, including research and policy tracking
 - Gained hands-on experience in governmental communications and constituent outreach
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Skills

- Video Editing, Photography, Social Media Management
- Adobe Creative Suite: Photoshop, InDesign, Premiere Pro, Lightroom, Illustrator
- Digital Tools: Brandwatch, WordPress, Canva, Google Suite, Microsoft; Excel
- Strong Leader / Good Communicator / Eagle Scout / Golf