

SALLY ADAMS

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WORK EXPERIENCE

CAMP Digital

Edina, MN

CAMP Local Strategist

May 2026 – Present

- Owned local content strategy for 30+ home services brands, prioritizing and managing the rollout of city-specific and manufacturer pages to strengthen their presence in priority markets
- Analyzed performance using GA4, Search Console, and Semrush, turning data into client-friendly insights and recommendations tied to calls, leads, and growth opportunities
- Managed creation and quality control of website pages and blog content, keeping every page accurate, on-brand, and aligned with evolving SEO and AI-driven search best practices
- Maintained 50+ client Google Business Profiles through regular content creation and profile updates to enhance local search visibility and customer interaction

RB OPPENHEIM ASSOCIATES

Remote

Content Coordinator

January 2026 – May 2026

- Created brand-aligned client graphics for social media that supported consistent visual identity, using Canva to design custom assets tailored to each client
- Applied AI tools and prompt engineering to support content creation and improve workflow efficiency across client projects
- Wrote and published SEO-driven blogs through keyword research in Semrush and WordPress publishing to increase search visibility and support broader content strategy

UNIVERSITY OF MINNESOTA, OFFICE OF STUDENT AFFAIRS

Minneapolis, MN

Senior Marketing Assistant

August 2024 – May 2026

- Created and distributed biweekly email newsletters using Salesforce, reaching 40,000+ subscribers and achieving up to 76% open rates
- Managed 3 social media accounts using Sprout Social, growing audience by 6% and increasing engagement rate by 8% year over year (YoY)
- Planned and executed paid social campaigns using Meta Ads Manager, achieving up to 4% click-through rates
- Drove search engine optimization for website content, resulting in a 4% engagement rate improvement YoY

COLGATE-PALMOLIVE COMPANY

Minneapolis, MN

E-Commerce Intern

June 2025 – August 2025

- Optimized digital shelf content on Target.com by identifying and implementing product listing enhancements, driving up to an 8% increase in online presence
- Elevated product detail page quality by tracking performance metrics and resolving content gaps, leading to a 3% improvement in content health across 3 categories
- Leveraged Profitero to analyze consumer search behavior, delivering actionable insights that boosted product discoverability and search rankings

EDUCATION

University of Minnesota - Twin Cities

Minneapolis, MN

Bachelor of Arts in Strategic Communication: Advertising and Public Relations

SKILLS

Asana, Canva, Drupal, Google Ads, Google Analytics, Google Business Profile, Hootsuite, LinkedIn Ads, Looker Studio, Meta Business Suite, Metricool, Microsoft Office Suite, MRI Simmons, Profitero, Salesforce, Search Console, Semrush, Sprout Social, Trello, WordPress