



Want to *really* get to know me?
Head to my LinkedIn
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Sloan Wyatt

Brooklyn, NY

Social strategist and communications professional specializing in multi-platform digital campaigns, content development, and analytics-driven storytelling.

EDUCATION

The University of Texas at
Austin — Bachelor of Journalism

Public Policy Bridging Disciplines
Certificate, Minor in Gender Studies

Cannes Lions Creative
Academy Cohort 2026

SKILLS

Social Listening

Content Strategy

Campaign Development

Paid + Organic Social Campaigns

Influencer + Creator Partnerships

Creative Copywriting

Project Management

Experience with Meta Business
Suite, Adobe Creative Suite,

Google Analytics, PR Newswire,
Sprout Social, Cision, Twitter/X,
Brandwatch, WordPress, Canva

CERTIFICATION

Google Analytics

Google Digital Garage –
Fundamentals of Digital Marketing

PR Council

Agency-Ready Certificate

EXPERIENCE

The PR Habitat

Brand Coordinator
Nov. 2025 – Present

Sabra Strategies

Consultant + Founder
Nov. 2024 – Present

Lead end-to-end digital strategy for a diverse client roster, shaping media campaigns, content, and optimization decisions based on real-time insights

Manage integrated media relations campaigns, aligning earned media, digital content, and paid promotion to increase visibility, engagement, and long-term brand equity

Translate business goals into clear, executable marketing and communications strategies that prioritize growth, audience relevance, and measurable impact

ATX Supper Club

Public Relations Director
July 2024 – Sept. 2025

Spearheaded public relations strategy, managing media pitching, influencer marketing, and brand partnerships to elevate the club's community-focused dining experiences

Launched the brand's first influencer program, Instagram broadcast channel, and media outreach strategy, growing the account from 8,000 to 12,000+ followers, entirely organically

New West Comms

Communications Strategist
Feb. 2023 – Nov. 2024

Analyzed real-time social conversations to develop digital strategies

Produced content calendars and cross-channel reporting to inform campaign pivots and optimize client messaging for clients in higher education, workforce development, public affairs, and more

Oversaw media relations efforts, coordinating outreach to local, state, and national media outlets (responsible for curating media lists, writing, editing, and distributing press releases)

Rational 360

Digital Associate
Sept. 2022 – Feb. 2023

Researched emerging social media conversations, advising clients on forward-thinking digital strategies and future campaigns based on data-driven insights

The Texas Tribune

Mar-Comms Fellow
Jan. 2022 – May 2022

Devised plans for content distribution and announcements for an average audience of 5+ million Texans