

Saralyn V Norkus

423-331-4828 • saralyn.norkus@gmail.com • Detroit, MI
www.linkedin.com/in/saralynnorkus

Strategic communications expert with a decade of media expertise, boosting awareness, optimizing strategies, and fostering team performance.

Passionate Communications Professional with 10+ years planning, creating, and executing compelling influential deliverables using traditional and digital media management tools, conveying clear, engaging, and targeted information to all stakeholders. Acumen for unearthing and promoting core brand identifiers and values. Superb interviewing, research, and writing achievements – for news stories, press releases, multi-channel digital products, etc. Lauded team-builder and cross-functional collaborator.

Brand Monitoring | Media Relations | Client Management | Digital Marketing | Social Media Management
| Internal Communications | CRM and SEO Content Management | Copywriting | Project Management
MS Office | Google Workspace | Meta Business Suite | Wix | WordPress | Adobe InDesign | Capcut
Canva | Sprout Social | Hootsuite | Constant Contact | Mailchimp

Professional Experience

Digital Communications Manager, Detroit Economic Growth Corp. (DEGC), Detroit, MI, Feb. 2023 – Present

Work closely with various stakeholders – community groups, businesses, government entities, and residents – to fuel engagement and foster positive relationships that contribute to the growth and development of the City of Detroit.

Plan, create, and execute comprehensive digital marketing (DM) and communication strategies and campaigns, aligned with DEGC's objectives, promoting specific initiatives or events, increasing awareness, engagement, and participation from the community or relevant stakeholders.

Manage and scale DEGC's presence across social media by creating content calendars, running ad campaigns, and analyzing performance metrics, e.g., for 1 year:

- Facebook (FB): reach, 72.8K (up 31.1%); followers, up 81.3%; Instagram (IG): reach, 10.4K (up 53.1%); followers, up 27%; LinkedIn (LI): engagement, 36.4K; followers, up 24%.

Manage websites degc.org, detroitmeansbusiness.org, and motorcitymatch.com (WordPress and Wix), keeping them up-to-date, user-friendly, and informative about current initiatives, events, and services.

Ran successful campaign for DMB Business Assistance Awards Program (Sep. 2023 – Feb. 2024) which allocated \$3.4M in awards to small business owners in the Detroit.

Created DEGC Core Values campaign on SM, assisting in creating verbiage for graphics/posters/employee handouts; "BuyDetroit Bit" reel series, including filming and editing; "Day in the Life of a DBL," video series for District Business Liaisons.

Operations Manager and Licensed REALTOR®, Liz in Detroit, Detroit, MI, Jan. 2019 – Feb. 2023

Oversaw operational functions, including managing budgets and day-to-day administrative tasks, handling transactions (avg 12–15 deals per month) – team averaged ~\$10M in real estate sales annually.

Continued...

Planned, created, and implemented marketing campaigns, both DM and traditional, promoting the company's services, by designing promotional materials, managing advertising efforts, and maintaining an online presence through the office's website and SM platforms.

Managed website www.lizindetroit.com (WordPress, Jan. 2019 – Feb. 2023) and established company's branding/voice for DM efforts.

Organized and optimized customer relations management (CRM) and created "Property Tours with Liz" video series.

Built and maintained relationships with external partners, e.g., title companies, lenders, and vendors to facilitate smooth transactions and ensure a robust network of support.

Monitored and analyzed office performance, e.g., sales figures, lead generation, marketing ROIs, and operational efficiency, generating reports assessing the effectiveness of marketing campaigns and operational processes and used this data to refine strategies and improve outcomes:

- 2023: FB reach 101.9K, up 15.3%; IG reach 23.8K, up 21.5%; monthly budget, \$30.

Social Media Manager/Copywriter/Web Content Writer, MILO Detroit, Detroit, MI, Oct. 2017 – Oct. 2018

Managed client accounts on all SM channels for this ad agency, ensuring timely customer service.

Worked closely with clients to understand their brand identity, goals, and target audience, with regular communications and feedback loops, always making sure content aligned with clients' vision.

Collaborated with clients and/or the company's digital team to create SM strategies, outlining content themes, audience targeting, and choosing appropriate platforms for maximum impact.

Developed written content for various DM efforts and targeted audiences that aligned with the clients' tone and messaging.

Worked alongside the lead to plan and execute paid advertising campaigns on SM platforms, allocating budgets, creating ads, targeting specific demographics, and optimizing ads for better performance.

Sports/Education/Business Reporter, Cleveland Daily Banner, Cleveland, TN, Jan. 2013 – Oct. 2017

Wrote and published community news stories and features (Tennessee Press Association award-winner 2014–2017, including for first-place feature story, including research and interviews.

Established and nurtured relationships with sources, community members, and key figures in multiple sectors to stay informed about ongoing developments and to cultivate trust for accessing news leads.

Educational Background

B.A. in Communications with a minor in History, Lee University, Cleveland, TN

LinkedIn Learning: Google Analytics, Marketing: Copywriting for SM, SM Marketing: Strategy and Optimization – Career Essentials in Data Analysis by Microsoft and LinkedIn (in progress)

Hubspot Academy, Inbound Marketing: SM Marketing Certified – SM Marketing II Certified