Sara Lesneski

www.SaraLesCreates.com

Creative social-first strategist blending trends, brand storytelling, and cross-channel leadership.

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Philadelphia, PA

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Skills and Software

Strategic & Creative: Creative Direction, Trend Forecasting, Storytelling, Content Strategy, Gen-Z POV, Project Management, Cross-Functional Leadership

Video & Content Creation: CapCut, Final Cut Pro, Canva, Advanced Video Editing, Multimedia Production

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, XD, Lightroom

Social & Media Planning: Sprout Social, Dash Hudson, Later, Agorapulse, Loomly

Influencer Tools: Julius, Kale, Home From College

Operations & AI: Asana, Notion, Slack, Google Workspace, Generative AI (ChatGPT, Gemini, Claude)

Certifications: *Viral Marketing and How to Craft Contagious Content,* University of Pennsylvania (2026), *Adobe Illustrator, InDesign, Photoshop Essential Training,* Linkedin Learning (2018)

Professional Development: AdWeek's Social Media Week (2025), Adobe Summit Digital Experience Conference (2021), Adobe MAX Creativity Conference (2020)

Education

The University of the Arts, Philadelphia, PA, USA
Bachelor of Fine Arts, *Summa Cum Laude, Nominated to deliver Valedictory Speech, Dean's List (2017-2021) 3.93 GPA, National Honors Society*

Paris College of Art, Paris, France
Study Abroad, *3.89 GPA, National Honors Society*

VP of Social Media and Public Relations for UArt's chapter of National Society of Collegiate Scholars

Experience

Creative Strategist (Social Media), Philadelphia, May '26 — Present
Freelance
Leads content ideation and strategy for a luxury macro-influencer (800K followers, 4% engagement rate). Architects a comprehensive production ecosystem—from data-driven content calendars and high-retention hooks to detailed shot lists—while providing on-set creative direction for all shoots and brand campaigns. Integrates custom AI tools to streamline workflows, blending emerging trends with brand storytelling to create high-performance narratives.

Content Creator, Remote, May '19 — Present
Freelance
Creates photo and video content for consumer and lifestyle brands including Levi's, Michaels Craft Store, Prada Beauty, Olipop and Truth Initiative. Develops social-first creative concepts translating brand messaging into engaging organic content informed by platform trends and audience behavior.

Social Media Specialist, Philadelphia, Nov '24 — May '26
Taskrabbit
Led organic social strategy and content creation across platforms, including copywriting, influencer partnerships, and community management—scaling Taskrabbit's Instagram following by 38% and TikTok by 103%. Owned the content calendar and social-first campaigns aligned with seasonal marketing initiatives. Analyzed performance metrics to optimize content, drive growth, and inform strategy. Partnered cross-functionally with PR, CRM, paid media, and SEO on integrated campaigns. Oversaw daily publishing and coordinated team contributions to ensure strong execution.

Social Media Account Manager, Remote, New York, Jan '22 — Nov '24
Ludlow Creative Agency
Managed seven different consumer clients. Developed social media strategies, led content creation, media planned, wrote copy, and influencer marketing. Created monthly content calendars and shot lists to leverage current platform trends. Directed photographers, video editors, and graphic designers in pre and post-production to create strategy-aligned content. Analyzed metric reports to identify KPIs and adjusted social strategy accordingly.

Stylist, Philadelphia, New York City, March '21 — Jan '22
Freelance
Style assisted at Nuuly, helped style, prep, and run clothes on set at the studio. Also styled for other various clients such as Here Nor There NYC.

Social Media Manager, Remote, New York, Aug '21 — Oct '21
Miss Design Berry | Kiki and Max
Managed social media for two sister brands, driving growth via organic content, influencer partnerships, and daily engagement.

Internships, Summer '20
Philip Lim Paris Fashion Week Showroom Intern, Helsinki Fashion Week UX Strategist (Digital Village), ESL Creative Writing and Social Media Intern