

Cody D. Sargent

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PROFESSIONAL EXPERIENCE

PLUS Communications

Arlington, VA

Public Affairs Manager

September 2020–Present

As a manager on the public affairs team at PLUS, I draft communications strategies and products, such as letters to the editor, op-eds, newsletters, reports, blog posts, memos, talking points, reporter briefings, and more, to advance client goals.

- Plan, write, edit, and pitch media products for publication in national and regional press outlets and messaging for clients, elected officials, and diverse surrogates
- Manage client teams and track dozens of action items in progress for internal and external teams across the country
- Create strategic communications plans and messaging to sway public opinion and impact local, state, and federal policy

Crawford

Greenville, SC

Culture and Content Strategist

September 2019–September 2020

In this innovative role at a full-service marketing agency, I maintained our internal culture program and agency brand, as well as wrote a range of social, web, and business development content.

- Researched, wrote, and designed business development pitches for production in print, PowerPoint and in-person delivery
- Identified storylines and crafted messaging to promote the agency and its clients via on social media, in earned media, and at community events and opportunities
- Served as the agency's spokesperson and managed efforts to promote our business and the professional brand of our CEO

Executive Communications Liaison / Assistant to the CEO

September 2017–September 2019

I managed all communications and the daily professional and personal life of our agency's founder in her role as CEO and in her role as interim Chief Marketing Officer at a large financial institution.

- Managed the internal and external brand of the CEO by writing all communications to be shared publicly and distributed to our company, clients, and others
- Organized and optimized all aspects of the CEO's calendar, task list, communications opportunities, and personal goals

Clemson University Center for Visual Arts

Clemson, SC

Marketing and Public Relations Assistant

May 2016–April 2017

Clemson University Office of Governmental Affairs

Columbia, SC

Student Relations Intern

May 2014–May 2015

EDUCATION

Clemson University

Clemson, SC

Bachelor of Arts in Political Science

August 2016

Minor: Legal Studies

SKILLS AND TRAINING

Media and Technical Writing (Op-Eds, LTEs, pitches, talking points, etc.), AP Style and Editing, Graphic Design and Adobe Design Suite (particular experience with InDesign), WordPress, Social Media Management (Sprout Social, Hootsuite, etc.), Canva, Iterable, Constant Contact