



silver dollar words

the silver dollar ABN 69 453 542 797

28 Bareena Rd, Avalon NSW 2107 P: 0425 318 966 E: words@thesilverdollar.com.au
www.thesilverdollar.com.au

Sarah Shields works as a marketing communications specialist with tertiary qualifications including Bachelor Commerce (Marketing), Masters Arts. Sarah established Silver Dollar Words in 2007 as a copywriting business and has drawn on professional experience to develop as a holistic traditional and online communications consultancy. Sarah creates content and integrates social media across all client work. See a [case study of recent work](#).

Sarah has over 20 years' experience working across a variety of industries in marketing, communications and media/PR roles. As a consultant, Sarah is dynamic and savvy; a personal approach offers a flexible and results-driven agency alternative that may be white-labelled.

With a keen and evolving understanding of social media dynamics and platforms, Sarah is passionate in integrating new media and online pr management into client communications and brand conversations. Key to social media is engagement across each element of a given market: suppliers, media, past and potential customers, competition. In a constantly changing environment Sarah can advise which social tools are most relevant to achieve business goals.

Contact:

E words@thesilverdollar.com.au

Sarah Shields

M 0425 318 966

@SarahShields3