

**Sarah Austin**  
**Social Media Speaker**

*Experience*

Founder and CEO of Pop17.com

February 2008 Feb. 2008 to present Pop17 New York, New York

Producer, writer, host and creator of online video show

Featured on G4 TV, Better TV, CBC Radio, TechCrunch, Wesleyan magazine, Personal Branding Mag, New York Times and Conde Nast's Portfolio magazine

Speaker or host at conferences and corporate events: Streaming Media, Absolut Vodka, Google Lab, T-mobile, McGraw Hill and PBS.

West Coast Editor

March 2007] [March to Sept. 2007 Gawker Media, San Francisco, CA and New York, New York

Video, get stories to front page Digg and Fark

Videographer, featured on CNBC, Rocketboom, Gizmodo and Cnet

Award winning lifecaster, speaker, nominated video to IMAX theater screening in San Francisco



*Liaison*

Creative Marketing & Public Relations Executive

Oct. 2006 Hard Rock Hotel, Orlando, FL

Liaison between social media and PR, attracted 28 sponsors

Blog PR, broke 3 records with 140 artist performances

Videographer for the Music shows in Vegas and LA

Creative Director

Aug. 2006 Atlas Citron Haligman & Bedecarre, San Francisco, CA

Producer, filmed 8 location shoots for 6 clients

Host, delivered information in video presentation

Editor, selected compelling content for campaign

*Education*

Stanford University, Palo Alto, CA

Summer 2002

Certificate in New Media STudis

Colege of Marin, Kentfiled, CA

Sept. 2001 – May 2006

AA in Art

Deans List / Honor Roll

*Recent Conferences*

Web 2.0, CES, Ad:Tech, O'Reilly Where 2.0, Video On The Net, VOIP, Web Video Summit, Under The Radar, WWDC, DEMO, Future of Web Apps, Web 2.0 Summit and SXSW

**Contact**

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