

**Sarah Vita**

Social Media Expert and Digital Strategist  
Cultural Outreach

Sarah is the social media expert and Digital Strategist for a variety of projects with Cultural Outreach, as well as project manager for consumer education, social media and assistant editor for Mortgage Women Magazine. She has published several articles on social media trends and best practices and has spoken at a variety of conferences on topics related to social media, next gen marketing and multicultural marketing, including the HousingWire Engage marketing conference. In addition to social media training via webinars and speaking engagements, Sarah creates social media content and marketing campaigns for clients in the mortgage industry. Sarah graduated from University of Southern California with a Bachelor's degree in English Literature, and minors in French and Film with experience in consulting, production and data analytics for companies including NASA.