

# Sara Robinson

Developer Advocate at Google

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## Summary

N/A

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## Experience

### **Developer Advocate at Google**

October 2014 - Present

### **Developer Advocate at Firebase**

August 2013 - November 2015 (2 years 3 months)

### **Analyst at Sandbox Industries**

June 2012 - August 2013 (1 year 2 months)

- Brainstorm, evaluate, and develop new business ideas for the Sandbox Foundry. Responsible for researching and testing ideas before they are assigned to a founder. Research includes industry and competitor analysis, market research, and landing page tests.
- Build landing pages using Ruby on Rails and Twitter Bootstrap to test Sandbox startup ideas
- Assist Sandbox portfolio companies with a variety of tasks, including copywriting, PR, marketing, and research

### **Social Media and Marketing Assistant for Graduate School of Arts & Sciences at Brandeis University**

August 2011 - August 2012 (1 year)

- Managed the Facebook and twitter pages for the Brandeis Graduate School of Arts and Sciences, updating each page daily
- Started a graduate school blog, writing and aggregating content related to higher education, Brandeis students, alumni, and faculty

### **Communications Analyst at Lab42**

May 2011 - August 2011 (3 months)

- Led marketing and PR efforts for Lab42, a Sandbox portfolio company and market research startup utilizing social media to field surveys to clients' target markets
- Wrote weekly articles for the Lab42 blog, <http://blog.lab42.com>, on a wide range of topics relating to social media and market research, transforming the blog's scope and web traffic
- Reaches out to news editors and reporters pitching Lab42, resulting in press in The Huffington Post, AdWeek, The Atlantic and other prominent news websites, bringing inquiries and new clients to Lab42
- Wrote surveys and analyzed data for PR infographics
- Helped redesign the Lab42 eNewsletter

- Managed a marketing campaign targeting potential clients at small to medium advertising agencies

### **Incubation Intern at Sandbox Industries**

May 2010 - August 2010 (3 months)

- Researched and presented new business ideas to be funded by the Sandbox Venture Fund
- Launched intern blog to document Sandbox interns' experiences to raise brand awareness; updated Facebook and Twitter pages daily, resulting in increased web traffic and clients
- Conducted market research for several of Sandbox's internal startups and created Google AdWords campaign
- Researched agriculture trends and companies for the Agriculture Venture Fund, a new collaborative investment vehicle, managed by Sandbox to fund agriculture startups

### **Marketing Intern**

May 2009 - August 2009 (3 months)

- Assisted in coordinating 31 outdoor summer concerts for nation's only free, outdoor classical music series: assigned and distributed VIP tickets, escorted photographers, and spoke with Festival members
- Designed and wrote weekly email newsletters to Festival's 8,000 contacts
- Served as key correspondent with Festival's PR firm, press, and photographers to ensure press coverage at concerts
- Helped create and update the Festival's newly designed website by working with branding company Jell Creative

### **Marketing and PR Intern at Spertus Institute of Jewish Studies**

December 2008 - January 2009 (1 month)

- Compiled biography of founder of adult Jewish learning institute, Maurice Spertus, which was published on website
- Wrote copy for Spertus website to increase gift shop sales

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## **Education**

### **Brandeis University**

Bachelor of Arts (B.A.), Summa Cum Laude, International Studies with Highest Honors and Business, 2008 - 2012

**Activities and Societies:** Committee on Endowment Ethics and Responsibility, Delta Phi Epsilon

### **Danish Institute for Study Abroad**

International Business, 2011 - 2011

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[Contact Sara on LinkedIn](#)