SARA ROMEO

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EXPERIENCE

TRANSPERFECT TRANSLATIONS

Barcelona, Spain & New York, NY

2016 to present 2015-2016

Director, Strategic Accounts

Account Executive

- Lead a \$7 million book of business focused on Top-10 Pharmaceutical accounts, growing it from \$3.5 to \$7 million in three years by developing strategic partnerships and strategies to diversify, leverage efficiencies in the workflows and increase revenue streams in new countries and departments
- Designed two main outreach and onboarding programs to promote digital and innovation in the pharmaceutical space by studying industry needs and trends, which resulted in \$500,000 of new revenue streams in six months
- Lead three/four quarterly strategic meetings with VP and C-level stakeholders of biotech and pharmaceutical companies globally
- Grew and manage a global team from 2 to 15 members located in Europe, US and Asia

2014-2015 SINKROM CORPORATION

New York, NY

Consulting start-up that supports Italian SMEs expanding to the US *Consultant, Marketing and International Strategy Practice Area*

- Directed US expansion for our largest client by re-designing their sales, marketing and distribution strategies, which resulted in a 20% revenue increase year-over-year
- Executed and reviewed 3PL contracts, financial statements and outreach campaigns

Sales & Marketing Manager - client KEP ITALIA USA INC.

- Managed and directed B2B and B2C sales of luxury helmets (\$25,000 /month) during international horse shows in New York, Florida and Nevada
- Gathered on-site information on competitors and consumer behaviors to improve commercial and marketing activities, analyzed in weekly reports to the CEO

Fall 2014

E2 PROJECT MANAGEMENT, LLC

Rockaway, NJ

Marketing and Proposal Manager - Internship

- Drafted and contributed to the preparation and presentation of two RFPs per week and advertising campaigns for Construction Today (500,000+ readers on- and off-line)
- Managed client database, and supported the development and maintenance of the E2PM website

EDUCATION

2013-2014 FORDHAM UNIVERSITY, GRADUATE SCHOOL OF BUSINESS

New York, NY

Master of Science in Global Management – GPA 3.69

The 3 Continent Master in Global Management is a one year graduate program with a global focus on management, leadership and three semesters in three countries including:

Xavier Institute of Management, Spring 2014 Antwerp Management School, Fall 2013

Bhubaneswar, India Antwerp, Belgium

2010-2013 JOHN CABOT UNIVERSITY

Rome, Italy

BA, Business Administration, minor in Marketing

• Awarded: Dean's list and Italian Merit Scholarship for academic merit

UNIVERSITY OF MIAMI

Miami, FL

Semester Abroad, Spring and Summer 2012

ADDITIONAL

- Languages: Fluent English, Native Italian, Elementary Spanish
- Volunteer: Junior Board Member, LES Girls Club, NY 2017-2018; God's Love We Deliver, NY 2015
- Sports: New York Road Runner since 2018; Won 2 Italian Basketball Championships (2007 and 2009)