

Sarah Bhasin
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EDUCATION:

State University of New York College at Geneseo

Anticipated date of graduation: May 2025

B.S. Marketing with Minor in Communication as well as Edgar Fellows Honors Program

Cumulative GPA: 3.7

SKILLS: *Communication, Public Speaking, Writing, Teamwork, Leadership, Creativity, Time Management, Marketing, Excel, Garage Band, Word, PowerPoint, Outlook, Teams, R Studio*

WORK EXPERIENCE:

Department of Student Health and Counseling, Geneseo, NY

May. 2023-Present

Marketing Intern

- Implemented inbound marketing strategies to design an anti-smoking marketing campaign.
- Created content: flyers, social media posts, articles, and videos to promote the campaign.
- Managed and utilized social media channels to increase exposure in the Geneseo community.
- Promoted a fun run event to inform about the dangers of smoking that resulted in an attendance of over 100 people.

The Lamron, Geneseo, NY

April. 2023-Present

Assistant Arts and Entertainment Editor

- Write weekly articles pertaining to arts and entertainment in the Geneseo community.
- Edit weekly articles of other members to enhance the quality of the paper.
- Collaborate with other team members to organize the layout of the weekly papers.
- Utilize research, persuasion, writing, and creativity skills to produce and write content for hundreds of readers.

Showcase Cinemas, Farmingdale, NY

Jun. 2022-Aug. 2022

QSR Worker

- Worked several 8-hour shifts per week while balancing other activities.
- Handled the cash register, food, oven, and cleaned Nathan's stand in a timely manner.
- Managed the station alone and worked under pressure during rush hours.
- Ensured customer satisfaction by researching relevant movies to engage in positive conversations.

Tropical Smoothie, Farmingdale, NY

Aug. 2020-Aug. 2021

Crew Member

- Worked several 6-hour shifts per week while balancing coursework and other activities.
- Ensured customer satisfaction by receiving a positive review.
- Promoted the cafe's App during customer transactions.
- Trained several new employees in food preparation, register, and clean up.

COMMUNITY INVOLVEMENT:

SUNY Geneseo Gajjda Bhangra Geneseo, NY

Jan. 2022- Present

Dance Captain

- Lead practices and teach authentic Bhangra dance moves to students of all different genders and ethnicities.
- Perform dance routines and spread Punjabi culture to hundreds of students on campus.
- Market the club by designing flyers, making Instagram posts, and in-person recruitment.
- Promote the club through flyers, Instagram posts and reposts, and in-person recruitment.

Projects

Live Radio Shift Practicum, SUNY Geneseo, NY

Dec. 2022

Radio and Audio Media Production; Fall 2022

- Deejayed for a half hour live radio shift for 89.3 WGSU.
- Wrote a relevant script to the target audience of 89.3 WGSU and performed a 90 second mic break.

PSA Produced Spot, SUNY Geneseo, Geneseo, NY

Nov. 2022

Radio and Audio Media Production

- Collaborated with a client: S.M.A.R.T. to formulate a message about a resource for students struggling with substance abuse.
- Created a PSA script, voice acted and recruited/coached other voice actors, and produced a PSA with production value.
- PSA aired on the radio station: WGSU.

Marketing Campaign Project, SUNY Geneseo, Geneseo, NY

Sept. 2021-Dec. 2021

Foundations of Media Writing; Fall 2021

- Collaborated with four students to create a marketing campaign for a product or service of our choosing.
- Wrote a PSA script, news article, and screenplay to promote our product: Oreos.
- Created a produced radio spot and radio promo advertisement based on our idea.
- Designed a hand drawn storyboard.
- Presented commercial ideas and marketing plan to the class.

Geneseo Professional Development Leadership Certificate (GOLD), Geneseo, NY

Aug. 2021-Present

- (In Progress) completed a range of leadership workshops focused on professional communications, application strategy, and management including diversity, equity, and inclusion.