**SARAH ROSENCRANS**

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**EDUCATION**

**UNIVERSITY OF OREGON**

**Bachelor of Science in Business Administration**  June 2013

Focus in Management and International Business, Minor in Communication Studies

Honors and Activities: Presidential Scholar; Deans List; Kappa Delta Sorority Executive Council; Order of Omega, Honors Society; National Society of Collegiate Scholars; International Business and Economics Club; Volunteer, GreenHill Humane Society

**CURTIN UNIVERSITY OF TECHNOLOGY**  February – June 2012

Study Abroad in Perth, Western Australia, focus on International Business and Management

**PROFESSIONAL EXPERIENCE**

**OFFICE OF INTERNATIONAL AFFAIRS, University of Oregon, Eugene OR** September 2012 – June 2013

**International Peer Assistant**

* + Created outreach events and marketing campaigns, implemented cutting-edge digital technology campaigns using interactive digital print media applications, subsequently increasing awareness, interest, and interactions with the office
  + Ideated and spearheaded projects that increased marketing visibility and public relations of the organization externally and led to procedural and cost efficiencies
  + Gave informational and promotional presentations to groups of up to 500
  + Planned Study Abroad fair, a promotional event with 3000+ attendees, and directed the recruiting and coordinating of over 100 volunteers

**SPRINGHILL SUITES BY MARRIOTT, Hillsboro OR** June 2012 – December 2012

**Sales Coordinator**

* Managed account details for corporate and leisure accounts, drove the sales of over 300 additional room nights in 3 months
* Communicated with sales leads, conducted tours and sales meetings, drafted sales contracts, finalized details and special requests of groups
* Worked closely with Sales Manager to forecast sales, analyze STAR reports, market conditions, and current revenues, develop a sales strategy, and set appropriate pricing for optimal revenues

**MARRIOTT INTERNATIONAL, Downtown Portland Waterfront, Portland OR**  June 2011 – December 2011

**Guest Services Intern**

* Rotated through the various departments of a full-service hotel, including Sales, Bell Services, At Your Service, Events and Food Services, Concierge, Marriott Elite Members Programs, and Front Desk, and gained full understanding of hotel operations
* Facilitated guest services for elite and platinum Marriott Rewards members to create long term customer loyalty
* Used knowledge of Marriott’s operations and values to anticipate customer needs and ensure top-quality customer service