

SARA MICHELE LARACY

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908.705.5570

EDUCATION

LEHIGH UNIVERSITY

College of Arts and Sciences

Bachelor of Arts in Social Psychology

- Cumulative GPA: 3.16/4.0
- Marketing Minor GPA: 3.5/4.0

Bethlehem, PA

December 2014

PROFESSIONAL EXPERIENCE

FITLY | DREAMIT VENTURES

Marketing Intern

Philadelphia, PA

May—July 2013

- Planned and managed organizational needs and prioritized work for crowd funding project
- Gathered relevant market information, analyzed and summarized data found, prepared written communications and dispensed information, and recommended courses of action for the project
- Interpreted languages between my superior and potential clients
- Managed all incoming and outgoing communication phone calls and carried out email correspondence
- Expressed ideas in written reports

LEHIGH UNIVERSITY, BROWN & WHITE NEWSPAPER

Business Manager

Bethlehem, PA

September 2012 – April 2013

- Managed the advertising section of the university newspaper, including communication with clients, their business inquiries, contract payments, and satisfaction with their published advertisement
- Supervised the activity of the business staff associates and their customer service abilities
- Interviewed potential employees, administered training programs and provided feedback, and integrated innovative approaches to improve employee satisfaction and performance

Business Staff Sales Associate

August 2011—August 2012

- Entailed secretarial duties such as bookkeeping, data entry of purchase orders and client information, and assisting with overall staff objectives
- Communicated with clients and processed their payment information and addressed any questions or concerns
- Maintained correct database information, performed detailed fact-checking, and corrected advertisement contract payment information when needed

LONGO OF PUERTO RICO

Assistant

Condado, PR

May—August 2010

- Facilitated communication and synchronization within the organization and between its suppliers and clients
- Assisted in bookkeeping and the daily documentation of job processes and business transactions between the firm and its direct material suppliers

HIGH PERFORMANCE SOCCER ACADEMY

Lead Counselor

Guaynabo, PR

May—July 2009

- Coached underprivileged youth athletes from all areas of Puerto Rico, provided discipline when necessary, and developed a climate of enthusiasm, teamwork, and cooperation

SKILLS & ACCOMPLISHMENTS

- Fluent in Spanish
- Proficient use of Microsoft Office: Word, Excel, and PowerPoint
- Research Assistant—Lehigh University Psychology Department
- National Soccer Team of Puerto Rico: Competed in a 2007 FIFA World Cup tournament in Tobago