

SARAH JANEEN POWERS

sarah.powers@okstate.edu - (405)623-4553 **Sarah Janeen Powers** www.sarahpowers2013.wordpress.com

—EXPERIENCE—

Alliance Multimedia

June 2012 thru August 2012

Advertising, Updated website, In charge of event planning for Surf Expo, Helped with the redesign of the magazine

Liquid Force Wakeboards

June 2012 thru August 2012

In charge of updating social media content, Helped organize our big summer event, BROstock, Assisted with photoshoots, Produced presentations for sales meeting, abroad and in the states, Designed a wakeboard museum at headquarters

London: Study Abroad

May 2012 thru June 2012

My studies abroad focused on international advertising and public relations, particularly in the U.K. and Europe. We visited advertising and public relations agencies, media outlets and meetings with professionals. My class covered all facets of international marketing communication and examined the special problems that arise when executing communication campaigns outside the United States.

Southwest Airlines Headquarters

May 2011 thru August 2011

Intern for Rapid Rewards Team, Marketing Department

Put together weekly status on projects related to Rapid Rewards frequent flyer program, Advertising, Review online and offline ads, Assist with promotional content, Assist with ideas to drive acquisition ex. Facebook apps, Led A Day in the Field for Rapid Rewards, Helped organize a Rapid Rewards concert with Artist Den at the Brooklyn Museum with Death Cab for Cutie

EDUCATION

Oklahoma State University – Stillwater, OK
Bachelor of Science in Strategic Communications
Graduation: Spring of 2013

SKILLS

Photoshop, InDesign, Illustrator, iMovie, Wordpress, Facebook, Twitter & event planning

LEADERSHIP & ACTIVITIES

- Planned, organized and oversaw 5-month long student body fundraiser responsible for raising more than \$400,000 for Juvenile Diabetes; 'Swine Week' is the largest high school fundraiser in the state
- Planned and organized a charity concert with Graham Colton that raised more than \$2,500 for the Cystic Fibrosis Foundation
- Member of a National Women's Sorority
- Member of PRSSA