

SARAH A. DUVE

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EXPERIENCE

Simon & Schuster, New York, NY

2007 – July 2012

Digital Sales Coordinator (2011 – July 2012)

Sales Coordinator, Borders Group Inc. (2010 – 2011)

Sales Assistant, National Accounts (2007 – 2010)

Sales Reporting & Analysis

- Created and distributed wide variety of Amazon.com sales reporting: Weekly POS, Week-Over-Week / Year-Over-Year, Pre-order Tracking, Daily Sales (for both eBook and pBook).
- Ad hoc analysis as assigned, including building and running customized reports (forecasting, author trends, reorder opportunities etc.), as well as providing Online Marketing with sales tracking to test campaign efficacy.
- Co-authored weekly account update, with a focus on performance analysis of repeat authors.
- Monitored daily rank movement of S&S titles on Amazon.com, identifying sources of unexpected sales spikes.
- Completed overhaul of weekly comparison reporting, integrating eBook sales from all accounts and allowing for side-by-side comparison of pBook vs. eBook market share and year-over-year eBook growth (eventually replaced with automated Crystal Reports system).

Customer-Facing Sales Support & Account Management

- Point person for Borders eBooks, holding bi-weekly conference call with eBooks team to discuss merchandising opportunities, upcoming publicity, and promotional price changes.
- Prepared sell-in materials and competitive and comparative sales research for account managers.
- Maintained relationships with accounts, troubleshooting issues of title information and order tracking, and responding to review copy and collateral requests.
- Trained sales assistant new hires on proprietary systems and department processes.

Marketing & Promotion

- Designed and edited "Buzz Picks," the monthly promotional document sent to the editors at Amazon in advance of "Best of the Month" selection (12 picks during tenure).
 - Introduced use of data merge to automatically populate title information, drastically cutting production time and reducing risk of human error.
- Managed schedule, content, and release of the Weekly Publicity Update, an email sent out to vendors that highlights major upcoming releases and aggregates the big bookings of the week.
- Created decks for big title seasonal previews, business reviews, and eBook Roundtable.

The Harry Walker Agency, New York, NY

June 2007 – August 2007

World's leading lecture agency, exclusively representing former Heads of State and World Leaders, Nobel Laureates, journalism's biggest names, bestselling authors, CEOs and well-known economists for speaking engagements worldwide.
Intern

- Researched potential corporate sponsors for speakers with political interests, preparing vetting reports.
- Prepared media monitoring reports on high profile speakers and prospective speakers for agency president.
- Completed speaker outreach project, contacting less frequently booked freelance speakers to discuss current lecture themes and changes to bio and honorarium. Updated website copy and CRM and fed leads to agents.
- Performed manual data scrubbing in preparation for new CRM system launch.

EDUCATION

Washington University in St. Louis – Bachelor of Arts, May 2007. Graduated with College Honors.

Majors: Psychology and European Studies

Cumulative GPA: 3.58/4.0

Semester Abroad: Boston University CIES / Università degli Studi di Padova, Padua, Italy. Spring 2006.

Leadership: KWUR 90.3 FM, Music Director

SELECTED COMPUTER SKILLS: Advanced Excel: vlookups, pivot tables, macros. BusinessObjects, Google Analytics, HTML/CSS, SageCRM, Photoshop, FinalCut Pro. Working knowledge of MySQL.