

SARA MISHALANIE

CONTACT

208.721.7358
1130 NW 14TH STREET
BEND, OREGON 97703
SARAMISH@ME.COM

EXPERTISE

PROJECT MANAGEMENT
BRAND DEVELOPMENT
CREATIVE DIRECTION
PROPOSAL CREATION/MANAGEMENT
DIGITAL MARKETING MANAGEMENT
COPYWRITING & CONTENT MANAGEMENT
ADOBE CREATIVE SUITE PROFESSIONAL
BASECAMP PROFESSIONAL
SAGE

EDUCATION

B.A. TECHNOLOGY
GRAPHIC DESIGN/ PRODUCTION
MANAGEMENT
WESTERN WASHINGTON UNIVERSITY,
BELLINGHAM, WA

PROFILE

Accomplished project management professional with extensive experience in marketing, sales, digital communications, graphic design, advertising, public relations and content and copy development across multiple digital platforms. I am passionate about good communication and collaborating with passionate people to facilitate creative problem-solving on a progressive team.

EXPERIENCE

CS CONSTRUCTION: MARKETING & NEW BUSINESS DEVELOPMENT MANAGER BEND & HOOD RIVER, OREGON

Responsible for developing and maintaining the overall CS Construction brand. New business development and management. Proposal management.

- Generation of proposals in response to RFP/RFQ leads
- Creation of innovative marketing plans using advanced digital platforms
- Assisted in design and creation of new website and manage content & copy
- Design and create all digital and printed ads and marketing materials for organization
- Writing & creation of content for a variety of audiences
- Public relations for company as a whole as well as specific projects

BEND AREA HABITAT FOR HUMANITY: COMMUNICATIONS COORDINATOR BEND, OREGON

- Created/Designed new website and managed content & copy
- Produced email-based marketing campaigns
- Designed and created all marketing materials for organization
- Provided direction for all artwork, videos, graphic design and signage
- Researched and implemented new technologies to help meet organizations goals
- Analyzed and evaluated the effectiveness of digital and printed campaigns

NAMES AND NUMBERS: ACCOUNT EXECUTIVE KETCHUM, IDAHO

- Managed 300+ accounts for one of the premier phone directories in the Nation
- Assisted clients in designing and developing advertising campaigns
- Achieved and surpassed sales goals and quotas

KONA BICYCLES USA, INC: U.S. AND INTERNATIONAL ACCOUNT REPRESENTATIVE FERNDAL, WASHINGTON

- Managed a sales territory that included seven states in the U.S. as well as distributors throughout Central and South America
- Responsible for establishing new accounts, guiding customers in product selection and providing technical education to support the product
- Assisted with advertising, marketing, public relations and special events within territories and for Kona use in general

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January 24, 2018

Dear Mr. Ryan Houston –

I am thrilled to submit my qualifications for your Program Assistant position. I have extensive communications and marketing experience in a variety of industries over the past fifteen years, including the non-profit industry. I have been looking for meaningful, long term work where I can use my communications and marketing experience working with a team of passionate people to help further the success of a local, progressive organization. I can't think of a more ideal situation than becoming part of the Upper Deschutes Watershed Council!

What I enjoy most is representing and educating the public about an amazing product, process or organization. I thrive in an autonomous environment but I'm also a devout team player and enjoy collaborating with others to problem solve to achieve goals. With all of my varied experience I feel that my greatest attribute is my ability to forge and maintain strong relationships. I feel like the ability to form strong connections with others is paramount to success... in professional life as well as personal life.

Thank you for your time and consideration. I look forward to the chance to connect and learn more about this position and how I may fit in with the Upper Deschutes Watershed Council Team!

Regards,

Sara

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REFERENCES

Eric Meeuwsen - Sr. Project Manager, CS Construction
1506 NE 1st Street Unit 1, Bend, OR 97701
541.728.1665, ericm@csconstruction.com

Mark Quinlan - Executive Director, Fanconi Anemia Research Fund
1801 Willamette St # 200, Eugene, OR 97401
541.410.7178, mark@fanconi.org

Eric Meglasson - Architect, Pique Architecture
1345 NW Lexington Ave, Bend, OR 97701
503.400.2706, eric@meglassonarchitect.com