

# SHARON HARRAH

Reliable, detail-oriented, and culturally diverse individual who works well with others. Proven hard worker that is able to meet deadlines while juggling competing priorities. Able to effectively work on individual and team projects. Proven strong customer-service skills and willing to help others. Experienced in design, photography principles, and writing/communicating to diverse audiences.

## CONTACT

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www.sharonharrah.com

## EDUCATION

### BACHELOR OF ARTS, MARKETING, (GPA 3.5)

Milgard School of Business, University of  
Washington, Tacoma, WA

## SKILLS

Social Media | Adobe Creative Cloud | Final  
Cut Pro | Microsoft Word | PowerPoint | Excel  
Canva | MailChimp | Publisher | Leadership  
Proficient in Korean | Photography | Basic  
HTML | Basic Python Coding

## ACCOMPLISHMENTS

Hootsuite Certification | ASUWT President's  
Award | Deans List Freshmen Direct  
Program into Milgard School of Business |  
DECA Communications Director

## VOLUNTEER

### Director of Youth Group

Tacoma, WA | September 2015-September 2019

Worked under the supervision of the Youth Group  
Pastor that developed and oversaw programs and  
activities that were directed toward middle school  
and high school students in order to aid their  
spiritual development and growth.

- Created the social media pages.
- Create various promotional goods or marketing materials.
- In charge of administrative work and weekly finance.
- Planned/Budgeted mid-large scale events and lead weekly meetings.

REFERENCES AVAILABLE UPON REQUEST

## WORK EXPERIENCE

### Marketing/Communications Manager

#### Koh Gen Do

Seattle, WA | December 2019-Present

Produce media and execute tasks for Marketing, Communications, or PR needs of the company. Assist in building brand awareness on all Social Media channels.

- Report to the Chief Brand Officer.
- Assist in finding or creating Social Media Content and write copy.
- Schedule social media on Hootsuite and Facebook Creative Studio.
- Help create, or design and order various marketing materials.
- Pitch campaign ideas, design, and execute marketing email campaigns to 30,000+ people (Internal & External) with MailChimp (Work available for review).
- Use basic HTML to execute sales on website, and update product pages.
- Travel with CBO to events for marketing needs (LA & NYC).
- Assign Communications Intern with tasks.
- Assist in influencer campaigns, planning large-scale events, and working with and sending tasks to third-party hires of company.
- Work on photoshoots for creating content for social media or third-party web shots.

### Marketing/Communications Intern

#### Koh Gen Do

Seattle, WA | September 2019-December 2019

Work alongside marketing/communications/PR team

- Report to the Communications Assistant
- Track media coverage
- Prepare press clippings
- Helping day to day admin tasks
- Assist in researching for special projects and trends
- Maintain several Excel sheets of data.
- Assist in influencer search, and sending out to influencers.

### Student Government Multimedia Specialist

#### ASUWT

Tacoma, WA | June 2018-June 2019

Collaborate and translate project ideas into media productions. Produce, film, edit, and execute media projects. Develop promotional materials and ensure consistent use of Associated Students of University of Washington Tacoma (ASUWT) branding.

- Use programs on Adobe Creative Cloud and Canva to create advertisements, logos, contents, and more for ASUWT and associated organizations.
- Create marketing and edit pictures that are shared on UWT campus, ASUWT Instagram, Facebook, Twitter, Email, and public website.
- Create captions that are clear, concise, and consistent for a diverse audience.

### T-Town Café Freelance Marketing

Tacoma, WA | March 2018-November 2018

Started the businesses social media account. Helped create content/edit pictures to gain a presence in a diverse area.

### Macys Sales Associate

Tacoma, WA | March 2016-June 2017