# SARAH DOAN

# PROFESSIONAL EXPERIENCE

#### STANFORD UNIVERSITY • Stanford, CA

Apr 2017 - Present

Research Accountant

- Manage over 180+ active portfolios from various sources with award amounts up to eight figures
- Mentor 3 interns by providing training sessions and guidance
- Analyze financial data and prepare reports to communicate findings to departments
- Ensures compliances of research projects by performing audits and reconciling financial data
- Proactively identifies process improvements and guides implementation to create a streamline process
- Serves as a subject matter expert on grant and accounting procedures
- Translate legal contracts for financial terms and conditions into layman's terms for department use

# CROWDSTAR • Burlingame, CA

Feb 2014 - Dec 2015

Marketing Associate - Marketing Analyst

- Implemented a targeting strategy which resulted in a 12% increase in company revenue
- Improved Facebook Ads process by 66% using bulk editor, API, User Segments, and App Events
- Promoted to track and grow key performance Indicators (ROI, daily active users, yield, retention, etc.)
- Oversaw 30% user growth through A/B Testing
- · Created analytic reports with Business Intelligence team to identify trends in user data

#### **INTERNSHIPS**

CHECK POINT SOFTWARE - Field Marketing Intern • San Carlos, CAJuly 2013 - Dec 2013XPONENTIAL GROWTH - Marketing Data Research Analyst • San Diego, CANov 2012 - Feb 2013BLUEPRINT WEALTH PARTNERS - Finance Intern • San Diego, CAOct 2012 - Jan 2013

#### INTERNATIONAL EXPERIENCE

## **WORKAWAY • WWOOF**

Jan 2016 - Feb 2017

Volunteer & Cultural Exchange (Profile)

- Meditation Center Myanmar Improved living conditions at center housing 1,500 residents
- Furusato Family Camp Ground Japan Maintained and repaired campground facilities
- Sunrise Farm Nepal Assisted with sustainable farming project: irrigation, composting
- 100 Flower Farm South Korea Planted, weeded, harvested, and packaged produce

# **PROJECTS**

## MARKETING, SMALL BUSINESS

Mar 2017 - Present

Marketing Consultant for Hair Salon

- Design, create, and manage happycutshair.com using GitHub Pages, Google Domains and Analytics
- Manage social media: Instagram, Facebook, Yelp, Google Business
- Design marketing visuals—business cards, price sheet, email campaigns, promotions, signage

#### **EDUCATION**

# UNIVERSITY OF CALIFORNIA, SAN DIEGO

Mar 2013

B.S. Management Science (Economics • Finance)

## SKILLS

- Microsoft Excel: Strong Proficiency (e.g. macros, pivots, vlookup, charts, functions)
- Marketing Tools: HTML, CSS, Facebook Ads, Tableau AdHoc Analysis, Salesforce, CRM, SaaS
- Accounting Tools: Oracle Financials, Oracle Business Intelligence, SeRA