

# SARAH DOAN

## PROFESSIONAL EXPERIENCE

**STANFORD UNIVERSITY** • Stanford, CA

Apr 2017 – Present

Accountant

- Manage diverse portfolio of awards (clinical trials, fellowships, NIH, NSF, etc.) from School of Medicine, Humanities & Sciences, and Engineering
- Work collaboratively with Contract Officers, Department Administrators, Accounts Receivable, and Sponsors to clarify financial terms and ensure compliance of sponsored research projects
- Participate in critical analysis of existing systems and processes, identifying and implementing process improvement opportunities
- Serve as a resource on grant and accounting procedures and provide guidance where needed
- Review and interpret legal documents for financial terms and conditions

### Accomplishments:

- Monitor entire project lifecycle of 200+ awards to ensure compliance with policies
- Closeout 10+ awards monthly—closeout procedure includes audit and reconciliation, creating financial reports and analysis, and final submission to sponsor before deadline
- Manage sponsored research of up to 25 years with awards amounts up to eight
- Conduct training sessions for department admins including walkthrough of financial systems, how to analyze raw financial data, and guidance on how to understand terms and conditions

**CROWDSTAR** • Burlingame, CA

Feb 2014 – Dec 2015

Marketing Associate – Marketing Analyst

- Promoted to track and grow Key Performance Indicators (KPIs) including return on investment (ROI), daily active users, yield, retention, and organics vs paid installs for mobile game
- Managed the full lifecycle of mobile user acquisition campaigns
- Created analytic reports with Business Intelligence team to identify trends in user data
- Advanced to manage 60% of Crowdstar's total marketing budget
- Collaborated with various internal teams (BI, Devs, Product, Finance) to accomplish marketing goals

### Accomplishments:

- 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
- Managed Nanigans revenue optimizer resulting in a 38% increase in revenue
- Oversaw 30% user growth through A/B Testing

## INTERNSHIPS

**Check Point Software** - Field Marketing Intern • San Carlos, CA

July 2013 – Dec 2013

**Xponential Growth** - Marketing Data Research Analyst • San Diego, CA

Nov 2012 – Feb 2013

**Blueprint Wealth Partners** - Finance Intern • San Diego, CA

Oct 2012 – Jan 2013

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## INTERNATIONAL EXPERIENCE

### **WORKAWAY • Asia**

Jan 2016 – Feb 2017

Volunteer & Cultural Exchange

- ThaBarWa Dhamma Meditation Center • Yangon, Myanmar – Improved living conditions at center housing 1,500 Burmese residents; taught English to monks, nuns, and children
- Furusato Family Camp Ground • Kumakogen, Japan – Maintained and repaired campground facilities
- Backpacker Hostels • Taiwan, S. Korea, Japan – Cleaned rooms, worked reception, prepared breakfast

### **WWOOF • Asia**

Jan 2016 – Feb 2017

World Wide Opportunities on Organic Farms

- Sunrise Farm • Kathmandu, Nepal – Assisted with sustainable farming project: irrigation, composting
- 100 Flower Farm • JangSu-Gun, South Korea – Planted, weeded, harvested, and packaged produce

## PROJECTS

### **MARKETING, SMALL BUSINESS**

Mar 2017 – Present

Marketing Consultant for Happy Cuts

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

## EDUCATION

### **UNIVERSITY OF CALIFORNIA, SAN DIEGO**

March 2013

B.S. Management Science (Economics • Finance)

- Semester at Sea in Europe and North Africa Summer 2012
- Study Abroad in Vietnam Summer 2010

## SKILLS

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