

# SARAH DOAN

## PROFESSIONAL EXPERIENCE

**STANFORD UNIVERSITY** • Stanford, CA

Apr 2017 - Present

Accountant

- Manages over 200+ active portfolios from various sources with award amounts up to eight figures
- Ensures compliances of research projects by performing audits and reconciling financial data
- Proactively identifies process improvements and guides implementation to create a streamline process
- Excels in a highly deadline-driven operation
- 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.)
- Managed Nanigans revenue optimizer resulting in a 38% increase in revenue
- 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, 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

## INTERNATIONAL EXPERIENCE

**WORKAWAY** • **WWOOF**

Jan 2016 - Feb 2017

Volunteer & Cultural Exchange

- 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. pivots, vlookup, charts, functions)
- **Marketing Tools:** HTML, CSS, Facebook Ads, Tableau AdHoc Analysis, Salesforce, CRM, SaaS
- **Accounting Tools:** Oracle Financials, Oracle Business Intelligence