

# Sarah H. Landis

## Contact Information

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## Current Residence

A: Byron Bay 2481 NSW

## EDUCATION

**Wake Forest University**, North Carolina USA, August 2013 - May 2017

Bachelor of Arts Degree in Communication | Bachelor of Arts Degree in French (Proficient, oral and written)

## RELEVANT EMPLOYMENT EXPERIENCE

**Manager + Executive Assistant to Owner, In The Bay Services**, Byron Bay, Winter 2020-Winter 2021

*In The Bay Services is a family owned and operated [cleaning] business that cares about you. We operate in beautiful Byron Bay.*

- Internally managed staff team of up to 20; hired, trained, and dismissed staff to further ensure all standards, time constraints and procedures were carried out appropriately at client properties
- Restructured training program + employee pay packets to increase profits to further be reinvested into the business; generated approx. an additional \$35k annually
- Attended meetings with homeowners + clients including 'A Perfect Stay' to further understand the property briefs and expectations, whether it be regarding quality factors to be referred to the owner or logistical arrangements with relevant tradesman
- Designed, created and edited copy for marketing collateral (print and digital) for In The Bay Services, created on-boarding packets, and staff compendiums to be used internally and externally for owner's reference
- Managed and organised high-volume company email inbox, weekly staff rostering, and scheduling for clients; also managed and curated company social media; successfully rearranged and accommodated last minute staff and/or client changes
- Conducted and generated leads for new business acquisition onsite; personally contributed 5 new major clients to the business increasing annual revenue by 15%
- Completed 80% of on-site pre-arrival checks for all rental properties; guaranteed standards were met at time of arrival of guest; heavily focused on tiny details as per compendium that may have been overlooked (i.e. spiderwebs, dead bugs, aesthetic oversights, all furnishings in their place, etc.)

**Day Manager, Blackbird Byron**, Byron Bay Hinterland, Summer 2019-'20

*A boutique bed & breakfast with world-class facilities, **Blackbird Byron** offers luxury accommodation in Byron's hinterland.*

- Maintained a 5-star level of organisation and immaculate groundskeeping across Blackbird property in keeping with the rustic luxury ambiance
- Attentive to minute housekeeping details including maintaining signature room scent to ensuring skirting were dusted and pruned leaves on in-room fauna; all cutlery spotless, ensuring room readiness for guest arrival
- Catered and attended to guest needs + requests, provided relevant information for bespoke experiences around Byron surrounds; delivered requested meals to guest rooms; interacted and conversed professionally and personally with guests
- Followed an imperative time schedule in order to perform appropriate KPIs for daily tasks, including preparing breakfast for guests and arrival platter was completed and substantial, punctual and timely daily turn downs during guests' stay
- Streamlined and suggested procedures to ensure boosted performance with owner and team; engaged closely with team members to capitalise and complete tasks with punctuality

**Pilates Instructor + Assistant, The Corner Wellness Studio & Spa**, New Brighton, Spring/Summer 2019-'20

*The Corner Wellness Studio & Spa is a place for the community to improve their quality of life through movement, manual therapies and health coaching.*

- Taught and interacted with clients of all shapes and ages to promote well-being and overall better mobility; successfully taught 5x/week semi-private floor and reformer classes of up to 10 people
- Acutely assessed origin points of immobility and orally directed clients on reformers to proceed with specific exercises to promote mobility
- Conducted group sessions + guided clients through pre-sequenced classes making modifications when necessary as per client needs (i.e. pre/post-natal women, injuries, etc.)
- Acquired a distinct knowledge of the body incl. muscle orientation/attachment points to joint functionality, which was executed and tailored to exercises/variations suitable to clients' physical ability

**Assistant to Owner, The Picnic Portal**, Byron Bay Surrounds, 2019

*The Picnic Portal providing Picnics and Platters at Byron Bay for intimate small groups to large corporate events in Byron Bay, NSW, Australia.*

- Aided the owner in gourmet picnic set-up and pack down for clients at many locations around Byron Bay
- Focused on distinguished and unique food styling + promoted a luxe, comprehensive guest experience - attentive to small details, such as styling elements and uniformity of ratio of food to space
- Assisted in aesthetic design and product layout of picnic set-up relative to client wishes (i.e. proposals, birthdays, anniversary themes)
- Corresponded with team of 5 staff members to aid in organisation and gathering of applicable food fare related to picnic preparation

**Social Impact Intern, Weber Shandwick, Washington D.C. USA, Winter 2017**

- Conducted daily media scans and synthesized media coverage from global events to better inform our client about initiatives and competitor movement
- Monitored paid media and adjusted social spend budgets accordingly; curated social media content based on trends
- Aggregated over 90 global senior leader bios and edited over 70 case studies for a public affairs resource accessible by senior public affairs executives across the Weber Shandwick network
- Collaborated with senior global executives to build and install a microsite for new business in the global public affairs sector; tentative goal for launch was May, only four months after initial project on-boarding
- Acted as Strategic Lead for an internal RFP given one week before scheduled mock pitch; spearheaded design of the pitch deck consistent with brand guidelines

**Social and Media Planning Intern, GKA Advertising, Rockville, Maryland USA, Summer 2014/16**

- Supervised and managed clientele social media pages including Twitter and Facebook, increasing impressions and user interaction by 35% through curated weekly posts
- Pitched initiatives to senior executives on three potential new client proposals regarding relevant social media platforms, website layout and development, and client logos; acquired 100% of the clients
- Consolidated and combined online Google presence for Craftstar and Craftmark Homes, streamlining and driving traffic to Craftmark Homes' appropriate landing page
- Drove business-to-business client acquisition through direct contact to open new client relationships
- Utilized Google Adwords to create short display ads using keywords and SEO to increase impressions using paid search

**Marketing President, Woof Forest Club, Winston-Salem, North Carolina USA, September 2015 - May 2017**

- Directed marketing campaigns to raise funding and awareness for humane animal treatment through the use of social media platforms such as Instagram and Snapchat
- Created vital alliances with on and off-campus organizations to demonstrate the value of animal welfare and boost familiarity with the mission of Woof Forest through carefully designed t-shirts, stickers, and signage
- Planned targeted events on and off campus to engage and educate the Wake Forest community of 5,000 students
- Elected Vice President by executive board; served from March 2015 to September 2016

**OTHER ACADEMIC EXPERIENCE**

**Summer Abroad, Institut de Touraine, Tours, France, Summer 2015**

- Participated in language intensive courses approximating in 20 hours a week of course work taught in French by French scholars; earned nine credit hours over six weeks
- Enhanced knowledge and understanding of the French language and culture through deep immersion with international students and French nationals
- Achieved certificate stating achievement of reaching Level B1++, permitting admittance to French College, according to the CEFR evaluation

**Independent Study (2017) - Oversight by Peter Gilbert, Producer of *Hoop Dreams* (1994)**

- Acted as a liaison between the professor and peers to discuss concepts and create a campaign to rebrand a company of choice
- Constructed a campaign proposal addressing logo, print, and broadcast initiatives; considered input from creative colleagues while maintaining alignment with company motive

**SPECIAL SKILLS**

**Computer:** Proficient in Microsoft Suite, proficient in Mac and PC

**Media:** Proficient in analysing and utilising paid media (Twitter, Facebook, Instagram, Google Adwords)

**Certificates:** Reformer Teacher Certificate from BarreBody, approved by FitnessAus (15CECs)