

## SARAH JAGERDEO

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### EDUCATION

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**THE GEORGE WASHINGTON UNIVERSITY, School of Engineering and Applied Science** Washington, DC  
*Bachelor of Science in Computer Science* May 2024

**Relevant Courses in Marketing & Communications:** Engineering for Social Innovation, Sports and Event Management, Public Communications

### WORK EXPERIENCE

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**CAPSTONE PROJECT AI TRAVEL AGENT** Washington, DC  
**Project Management** September 2023 – May 2024

- Managed a website using AWS, ensuring accurate content, and implementing an algorithm for AI-generated itineraries to display on the website.
- Managed scheduling and project timelines for the Senior Capstone CHATGPTTravel project, including the development of a promotional presentation slide deck.

**THE JOHN F. KENNEDY CENTER for the Performing Arts** Washington, DC  
**NSO Development Intern** September 2024 – December 2024

- Managed donor data and engagement strategies using Tessitura CRM and Excel, identifying high-capacity donors, tracking contributions, and generating reports to support fundraising efforts and 90+ membership renewals. Updated the website weekly with donor information.
- Developed a data analytics dashboard in Tessitura Analytics to visualize donor engagement and contributions during the NSO Florida Tour, helping exceed fundraising goals by \$100K.
- Led donor engagement initiatives, including direct mail campaigns and targeted email outreach, increasing donor retention by 12%.
- Supported high-profile events and logistics, coordinating executive calendars and confidential event details for NSO high-yield donors during Kennedy Center Honors weekend, managing transportation, budgets, and invoices.
- Monitored NSO Florida Tour campaign goals and collaborated with the individual giving team to increase attendance at private events, fostering audience excitement.
- Maintained essential campaign documents, including donor tracking spreadsheets and presentation decks.

**THE GEORGE WASHINGTON UNIVERSITY** Washington, DC  
**Undergraduate Research Assistant** 2022 – 2023

- Developed Python-based visualizations, including bar graphs and histograms in a Poisson distribution model, to analyze website traffic trends and user behavior for data-driven decision-making.
- Optimized network performance by 50% through advanced data aggregation and analysis, by refining the OpenNetVM load testing tools to improve user experience and system reliability.
- Created data-driven reports and presented findings to Ph.D. researchers, offering strategic recommendations to improve user experience and engagement based on in-depth analytics.

### PROJECTS/VOLUNTEER

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**ISSUES IN SPORTS AND EVENT MANAGEMENT** Washington, DC  
**Sports Marketing** | *Canva, PowerPoint, Instagram* January 2024 – May 2024

- Developed mock marketing campaigns using Canva, including a Washington Commanders holiday campaign and a campaign leveraging Messi's transfer to Inter Miami.
- Developed social media strategies and marketing presentations, including a sports betting debate report with a mock campaign, as well as an MLS growth plan focused on branding, fan engagement, and community partnerships.

**GWU SINC SPORTS CONFERENCE** Washington, DC  
*Marketing/Outreach/Technical Volunteer* February 2024

- Coordinated with the event team to align marketing strategies and executed Instagram outreach campaigns, engaging students, alumni, and 50+ industry professionals to boost event attendance.

### SKILLS

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**Technologies & Applications:** Microsoft Suites, ServiceNow, Tessitura CRM, Canva, Asana, WordPress

**Programming Languages:** Python, Java SQL