

sara reich

sarareich.com
(973) 934-6124
reichsara96@gmail.com

education

Northeastern University
Boston, MA | 2014 – 2019

Candidate for BS in Business and Interactive
Media | Marketing Concentration

GPA: 3.91

Awards: Dean's List, University Scholars
Program, University Honors Program

skills

Software: Proficient in Adobe Photoshop,
InDesign, Illustrator, Microsoft Office

Programming: Proficient in HTML, CSS,
Processing
Working knowledge of Bootstrap, JavaScript,
jQuery, p5.js

Social Media: Facebook, Twitter, Instagram,
LinkedIn, Pinterest, Tumblr

relevant courses

Programming Basics

Typography I + Tools

2D Fundamentals + Tools

Interaction Design + Tools (In Progress)

Identity and Brand Design (In Progress)

experience

Northeastern University | Programming Basics Teaching Assistant
Boston, MA | September 2017 – Present

- Answer students' questions regarding programming concepts
- Perform technical reviews and grade homework submissions

edX | Marketing Co-op
Cambridge, MA | January 2017 – June 2017

- Designed marketing materials including product marketing sheets, case studies, social media graphics, presentations and trademark guidelines
- Copyedited website pages to maximize readability and utilized Google AdWords for search engine optimization
- Monitored blog traffic and performance using Google Analytics
- Authored blog posts to engage customers and drive course registrations and enrollments
- Managed and produced content for social media channels

Massachusetts Clean Energy Center | Multimedia Fellow
Boston, MA | January 2016 – June 2016

- Managed and produced content for social media channels and monitored performance to determine strategies for maximizing audience engagement
- Publicized events using social media campaigns, Eventbrite pages and MailChimp invitations
- Designed graphics for marketing campaigns
- Produced blog content to promote awareness of clean energy news, events and programs
- Managed memberships for New England Women in Energy and Environment using NeonCRM