

## CONTACT

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Western Springs, IL 60558

## EDUCATION

### NORTHWESTERN UNIVERSITY

October 2020- Current  
Full-Stack Coding Boot Camp

### UNIVERSITY OF COLORADO BOULDER

August 2016- May 2020  
College of Media, Communication,  
and Information  
Emphasis: Advertising  
Minor: Technology, Arts, Media  
GPA: 3.3  
Tuition: Funded independently

CIEE Study Abroad Spring 2019  
Cape Town, SA, Santiago CL,  
Berlin, GER

## CORE COMPETENCIES

Social Media Strategies  
Leading Teams  
Writing Skills  
Flexibility  
Fast Learning Capabilities  
Strong Organizational Skills

## TECHNICAL & LEADERSHIP SKILLS

Python  
Microsoft Powerpoint  
Adobe Creative Suites  
Web Design: HTML5, JavaScript, CSS  
Word Press  
Analytical Thinking  
Client Service  
Creative Thinking  
Excellent Communication  
Ability to Prioritize  
Copy Writing  
Product Marketing

## INTERESTS

I enjoy travel, animals, and exploring the international music scene

# SARA WILSON

## SUMMARY

Recent Advertising and Technology college graduate in pursuit of a full-time position. Capabilities include creating content that is effective and client focused. Strengths include the ability to learn new concepts quickly, coupled with strong organizational and time-management skills.

## RELEVANT EXPERIENCE

### ENVIRONMENTAL CENTER | UNIVERSITY COLORADO BOULDER

Events and Communication Assistant | August 2019- May 2020

- Construction of weekly newsletters including events and upcoming involvement opportunities.
- Assisted in attending events and promotional tabling.
- Reached out to supervisors for additional opportunities and experiences amongst promotional and social teams.
- Reconstructed and contributed to new social media highlights and series.

### ADOBE | COMPUTER SOFTWARE

Campus Brand Ambassador | October 2019 - May 2020

- Designated role as marketing director on campus.
- Actively planned weekly meetings that would ensure success in our semester goal.
- Submitted weekly recaps in a timely manner.
- Managed and distributed work among the team members to meet deliverables
- Relevant and timely social media posting while also using the platform to reach out to other clubs and organizations about workshops or tabling events hosted.
- Marketed organization by word-of-mouth, social, posters, and speaking to classes or clubs.

### LEO BURNETT

Account Management Intern | June 2019- August 2019

- Learned how to effectively manage the development of campaigns for multiple Kraft Heinz brands and Wingstop.
- Responsible for day-to-day duties of managing the execution of creative projects; which included daily contact with clients, working with the creative teams to maintain the campaign's objective and strategy and make sure deliverables are met.
- Project management roles including run status reports, manage timelines, tracking budgets through excel, schedule meetings, organize documents, implement outlook meetings, analyze data, and developed condensed projects through imovie.

### FUSE MARKETING

Fuse Marketing| Jan 2018 - May 2018

- Facilitated social media marketing strategies to reach an audience to promote a product.
- Used creative strategy and time management to create content relating to the product and the company's values.
- Built a strong base of repeat business throughout the student life community.
- Achieved a strong and visible social media presence. Continuously monitored online public relations and reported back weekly with interactivity.