

# SARAH KOLINS

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<http://bit.ly/KolinsResume>

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## EDUCATION

INDIANA UNIVERSITY, KELLEY SCHOOL OF BUSINESS, Bloomington, IN May 2013  
Bachelor of Science in Business, GPA: 3.39/4.00 Major: Marketing Minor: History

*Edward L. Hutton International Experiences Program Grant* – Awarded to exemplary students studying abroad (received twice)  
BUSINESS CULTURE OF GREECE – Athens, Greece and Bloomington, IN Spring 2011  
• Traveled to Athens to study the influence of Greek business, politics, and culture on the economy.  
EMERGING ECONOMIES – Santiago, Chile and Bloomington, IN Spring 2012  
• Traveled to Santiago to study the developing Chilean economy.

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## EXPERIENCE

ALLSTATE INSURANCE, Northbrook, IL July 2013 – Present

### Leadership Development Program – Senior Analyst, Integrated Marketing Communications

- Lead day-to-day and UAT for Allstate Good Hands News, a quarterly content marketing eNewsletter
- Developed Allstate branded emails that are distributed to millions of prospective, new and existing customers
- Custom built a user-friendly department budget system which manages a budget of \$500,000

KOHL'S CORPORATION, Milwaukee, WI May 2012 – August 2012

### Web Merchandise Presentation Intern

- Achieved 3.1% increase in the conversion rate of a women's activewear equity
- Completed an 8-week team analysis and presentation of the Millennial market, results of which are being implemented
- Attributed and prepared assortments for the launch of guided navigation

BEAUMONT HEALTH SYSTEM, Royal Oak, MI June 2011 – August 2011

### Marketing/Web Marketing Intern

- Constructed and populated the new Beaumont Women's Health website
- Wrote Atrial Fibrillation Clinical Trial radio advertisement and Oncology Clinical Trial video script

THE EQUANIMITY SPOT, Bloomington, IN April 2012 – April 2013

### Freelance Marketing Consultant

- Established and managed company Facebook page and website with over 850 unique visits
- Developed new marketing material for distribution to customers

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## ACTIVITIES

ALLSTATE RECRUITER – INDIANA UNIVERSITY

### Intern and Leadership Development Program Recruiter

Fall 2013

- Developed an Allstate recruitment case competition event in conjunction with Delta Sigma Pi rush
- Networked with and evaluated candidates at the Kelley School of Business Fall Career Fair

DELTA SIGMA PI – ALPHA PI CHAPTER (BUSINESS FRATERNITY), Bloomington, IN Spring 2011 – Spring 2013

### Senior Vice President

Spring 2013

- Manage a budget of over \$2,200 to plan and execute seven separate rush events
- Arrange and oversee rush interviews and membership decision process
- Select and lead Rush Committee and Senior Vice President Assistant

### Director of Marketing & Communications

Fall 2012

- Responsible for all rush marketing, which resulted in a 40% increase to 160+ rushees
- Created custom materials for the Chapter's golf outing that were distributed to over 50 potential corporate sponsors

### Vice President of Alumni Relations

Fall 2011

- Created a monthly Alumni Newsletter and database of chapter alumni
- Organized on-campus alumni events including a tailgate for members and alumni

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## SKILLS & INTERESTS

Public Speaking | Organization/Project Management | Fashion | Basic Web Development | Travel

