

# SARA R. SMITH

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## EDUCATION

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**College of William & Mary**, Williamsburg, VA

Bachelor of Business Administration, May 2009

Majors: Marketing and English, Major GPA: 3.6/4.0, Dean's List (Fall and Spring 2008)

Alpha Kappa Psi Honor Society

## EXPERIENCE

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**Colgate Palmolive**, New York, NY

*Customer Development Communications Coordinator Intern*, June 2008-August 2008

- Coordinated day to day activities for distribution of Colgate's sales materials, product samples, toothbrush racks, displays, coupons and premiums
- Created promotional materials such as fact sheets, flyers, and brochures
- Managed the Customer Development website by writing copy, uploading new photos, and updating product information

**The Flat Hat**, College of William and Mary

*Local Sales Representative*, August 2007-May 2008

- Sold advertising space to local businesses and organizations, increasing sales revenue by 10%
- Trained four new staff members on sales strategies and office procedures
- Collaborated with graphic designers regarding clients' needs in order to develop advertising campaigns targeted toward William and Mary students
- Managed sales transactions by processing new orders, sending out invoices, and tracking received payments

*Production Assistant*, August 2006-May 2007

- Designed and created layout for newspaper copy and advertisement using Adobe InDesign
- Proofed and postscripted pages for print using Adobe Distiller
- Communicated technical requirements and issues to advertising clients to troubleshoot printing problems

**Media Research Center**, Washington, DC

*Business and Media Institute (BMI) Intern*, May 2007-August 2007

- Conducted research for op-eds, projects and feature stories
- Monitored ten media outlets daily and presented weekly reports and PowerPoint presentations on media coverage results to all BMI employees
- Completed a two month media analysis of coverage regarding childhood obesity in America, exploring the ways in which media coverage impacts the American economy and legislation

**Residence Life**, College of William and Mary

*Resident Assistant*, August 2007-May 2007

- Implemented and encouraged the development and maintenance of a community spirit on a hall of 50 students through social, educational, recreational, and floor and hall council activities
- Assisted in opening and closing of the residence hall, preparation of rosters, damage inventories, and reporting of safety hazards and maintenance concerns
- Served as a liaison between residents and student affairs administration by making referrals to appropriate offices such as the counseling center, career center, and academic advising

## COLLEGIATE ACTIVITIES

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- Secretary, William and Mary Undergraduate Honor Council, 2008-2009
- Member, William and Mary Ballroom Dance Club, 2005-2009

## NOTABLE HONORS

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- 2009 Mason Student Academic Prize
- 2007 Student Contribution to the BBA Program Award
- 2006 American Marketing Association (AMA) Award