

Sarah Martinez

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OBJECTIVE

To secure an internship in marketing

EDUCATION

State University of New York (SUNY) College at Buffalo
Bachelor of Science in Business Administration, December 2019
Concentration: **Marketing**
Major GPA: 3.5/4.0, Dean's List

RELATED COURSEWORK

Marketing on the Internet	Advertising Concepts and Practices	Consumer Behavior
Advertising Campaign Management	Marketing Research	

MARKETING PROJECT

Salvation Army - Buffalo, New York 2018

- Created a marketing campaign "Start the Spark" to increase holiday fundraising volunteers
- Developed social media outreach to target specific demographics
- Presented the campaign design to Salvation Army representatives

RELATED WORK EXPERIENCE

Sales Lead, Foot Locker Co. - Amherst, New York 2016 - 2019

- Promoted to Sales Lead after starting in customer service
- Ensured welcoming environment and served as first point of contact for customers
- Managed daily operations including servicing customers and troubleshooting issues
- Implemented special merchandise promotions and created pricing displays for monthly sales
- Trained and supervised retail sales team members and participated in hiring new employees
- Monitored and insured accurate merchandise inventory and prepared monthly sales reports

SKILLS

Social Media: Twitter, Facebook, LinkedIn, Snapchat, Instagram, Hootsuite, Tumblr
Computer: Microsoft Office, WordPress
Language: Fluent in Spanish, basic knowledge of French

COMMUNITY SERVICE

Site Leader, Alternative Break Program, SUNY College at Buffalo 2018 - Present

- Locate and contact potential community partners for site visits
- Recruit volunteers for spring break trip through promotion on social media
- Participated in trip to Detroit, Michigan, March 2019

ADDITIONAL EXPERIENCE

Store Front Employee, Tim Hortons, Amherst, New York 2018 - Present

- Train and coach new and current employees in all store front positions

Cook, Pizza Hut, Amherst, New York 2015 - 2017

- Awarded Employee of the Month 11/16