

# Sarah Martinez

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(315) 675-1111

## Present Address (until May 2015)

621 Waterbury Lane  
Buffalo, New York 14221

## Permanent Address

211 Gardenview Terrace  
Sodus, New York 1207

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## OBJECTIVE

To secure an internship in financial marketing

## EDUCATION

**Bachelor of Science in Business Administration**, 5/15      State University of New York College at Buffalo  
Concentration: **Marketing**      Major GPA: 3.6/4.0, Dean's List 4 Semesters

## RELATED COURSEWORK

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

## MARKETING PROJECT

- Researched the realignment and repositioning of the retirement product line for a community bank
- Created differentiated marketing strategies for each market segment's needs and expectations
- Presented marketing plan to division management team of six professionals

## CAMPUS INVOLVEMENT

**President**, American Marketing Association      8/14-present

- Coordinate and market all organization activities including membership drives and recruitment events
- Organized the Hertel Avenue Marketing Collaborative, a project to teach small business owners how to collaborate with neighboring businesses to share advertising costs, coordinate events, and launch promotional campaigns
- Won a regional competition for project

**Vice-President**, Residence Hall Association      8/13-5/14

- Promoted educational and social programs for first year residents and developed peer mentor program

## RELATED EXPERIENCE

**Customer Service Representative**, HSBC, Sodus, New York      5/14-8/14

- Marketed retirement and loan products to customers in person and on the phone
- Investigated and resolved customer concerns and followed up to ensure satisfaction
- Processed deposits, payments, and other transactions daily

## ADDITIONAL EXPERIENCE

**Store Front Employee**, Tim Horton's, Amherst, New York      1/12-present

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

**Cook**, Pizza Hut, Amherst, New York      6/11-1/12

- Awarded Employee of the Month 11/11

## SKILLS

Computer: Adobe Photoshop; Microsoft Access, Excel, and PowerPoint, and Word  
Language: Fluent in Spanish; basic knowledge of French