

# Sarah Martinez

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## OBJECTIVE

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To secure an internship in marketing

## EDUCATION

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State University of New York (SUNY) College at Buffalo

**Bachelor of Science in Business Administration**, December 2018

Concentration: **Marketing**

Major GPA: 3.5/4.0, Dean's List

## RELATED COURSEWORK

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Marketing on the Internet

Advertising Concepts and Practices

Consumer Behavior

Advertising Campaign Management

Marketing Research

## MARKETING PROJECT

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Salvation Army - Buffalo, New York

2016

- 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

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Foot Locker Co. - Amherst, New York

2014-2017

### Sales Lead

- 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

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**Social Media:** Twitter, Facebook, LinkedIn, Snapchat, Instagram, Hootsuite

**Computer:** Microsoft Office, WordPress

**Language:** Fluent in Spanish, basic knowledge of French

## COMMUNITY SERVICE

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Site Leader, Alternative Break Program, SUNY College at Buffalo

2017-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 2017

## ADDITIONAL EXPERIENCE

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**Store Front Employee**, Tim Horton's, Amherst, New York

2017-Present

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

**Cook**, Pizza Hut, Amherst, New York

2014-2015

- Awarded Employee of the Month 11/14