

SARAH MARIE WILLIAMS

MARKETING MAJOR

CONTACT

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OBJECTIVE

I am seeking a full-time position where I can apply my knowledge, previous experience, and skills to help achieve the goals of organization.

RELEVANT EXPERIENCE

BUSINESS DEVELOPMENT

R & D INDUSTRIES, INC. | DECEMBER 2016 - NOVEMBER 2017

- Competitively prospect new business
- Conduct sales calls with existing and new customers
- Identify customer needs and preferences
- Attend trade shows to network with potential clients
- Draft sales proposals and customer contracts
- Execute networking events for current and potential clients

MARKETING INTERN

BANK MIDWEST | MAY 2016 - AUGUST 2016

- Spearheaded and monitored a customer onboarding program.
- Wrote and monitored a new-customer survey.
- Researched and developed a public relations plan.
- Organized information packets for numerous grandfathered accounts.

SUMMER INTERN

OKOBOJI TOURISM | MAY 2015 - AUGUST 2015

- Composed itineraries to aide visitors in planning their vacation.
- Managed social media posts, advertising, and promotions across social media platforms and blogs.
- Organized and supervised a commercial shoot.

EDUCATION

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION,
MAJOR IN MARKETING

WICHITA STATE UNIVERSITY | FALL 2016

SKILLS

- Google Analytics
- Social Media Strategy
- Marketing
- Email Marketing
- Microsoft Office
- Microsoft CRM
- Market Research
- Project Management
- Hootsuite
- Customer Service

OTHER

IOWA GREAT LAKES NAVY PRESIDENT

CURRENT

IOWA GREAT LAKES NAVY COMMODORE

MAY 2017-CURRENT

KEEP GIRLS SAFE FOUNDATION

COMMUNITY SERVICE

AS A TEAM, DEvised A MARKETING PLAN FOR A FUNDRAISER

JAN 2016-MAY 2016