

Sara T. Johnson



Marquette University Graduate
Milwaukee, WI

Objective

Secure a full time position in an effort to apply my sales, media planning and online skills while enriching the growth and development of a successful company.

Professional Experience

June 2009-Present

Hoffman York, Milwaukee, WI

Media Associate

- Generate and assist in creation of integrated media proposals with media and cost schedules
- Undertake research using specialist industry resources to translate ideas into quantifiable tasks
- Developing comprehensive social media plan model

Internships

March 2009-June 2009

Sprenkler, Milwaukee, WI

Social Media Intern

- Moderate online social forum community
- Maintain positive online brand presence for clients through various social media platforms
- Assist with development and marketing of student programs

May 2008-Present

Construction Associates, New Berlin, WI

Marketing Intern

- Assisted with company branding process including logo development and business card design
- Created marketing plan integrating traditional and new media to promote company
- Conduct weekly meetings to ensure adherence to marketing objectives

May-Aug. 2008

Zizzo Group Advertising and Public Relations, Milwaukee, WI

General Intern

- Compiled media lists utilizing Cision Media Intelligence Program
- Conduct web site audits analysis with Web Trends Marketing Web Analytics
- Coordinate volunteer event for Festa Italiana

Experience

Nov. 2008-April 2009

2009 NSAC Competition, Milwaukee, WI

Planning Team Account Executive

- Lead group of 12 students to generate strategic platform for integrated advertising campaign
- Work with professor and industry professionals to provide multiple resources for team
- Organize and prepare weekly meetings and status reports to ensure deliverables were met

Aug. 2008-April 2009

Marquette Advertising Club, Milwaukee, WI

President, member since 2006

- Revitalized student organization by selecting a dedicated, qualified e-board
- Utilize networking ties to orchestrate monthly activities for members
- Incorporated social media platforms to engage and retain members

May 2008-April 2009

Marquette University Department of Student Media, Milwaukee, WI

Marketing and Promotions Director

- Accountable for marketing strategy of Student Media Department
- Oversee unified branding process
- Promote convergence efforts among seven departments

Jan. 2008-April 2009

Marquette University Department of Student Media, Milwaukee, WI

Account Executive

- Contributed over \$17,000 in advertising sales annually
- Consult clients on marketing techniques while maintaining ongoing positive client relationship
- Directed newspaper, magazine and online media placement

Digital Experience

Computer Skills: Proficient in Microsoft Word, Excel, Powerpoint, iWork Pages, Keynote, Space Master, Cision, Gmail and its applications. Basic familiarity with Adobe InDesign and Photoshop.

Social Media: Twitter, Blogger, Wordpress, Ning, Delicious, Weebly, Sprout Builder, Utterli, Jing and continue to stay current on latest trends

Projects

A portfolio of projects are available for viewing at www.aboutsara.weebly.com

Education

Marquette University, Milwaukee, WI

Bachelor of Arts Degree in Advertising, Marketing Minor

Major GPA: 3.6 Overall: 3.4

Graduation Date: May 2009

AAF -- Alpha Delta Sigma National Advertising Honor Society

Online Portfolio: www.aboutsara.weebly.com