

SARAH RIELY

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EDUCATION

Northeastern University

Boston, MA

Bachelor of Science in Business Administration

May 2021

Dual Concentration: Marketing and Entrepreneurship

Honors: GPA 3.6, Dean's List

Activities: Marketing Club

PROFESSIONAL EXPERIENCE

Northeastern University Department of Career Development

Boston, MA

Marketing Assistant

Jan. – July 2020

- Designed marketing materials including flyers, posters, and online newsletters using MS Publisher to promote 50+ events
- Produced electronic multimedia displays utilizing MS PowerPoint to market events across campus
- Coordinated printing services with printing vendor for all campus wide events

Samsonite

Mansfield, MA

Retail Marketing Assistant

Jan. – Jun. 2019

- Contributed content and photos to the holiday catalog, including photo-shoots and page layout
- Conducted research for possible cross promotions and partner marketing
- Researched competitor best-practices prior to the introduction of new product lines
- Designed a store level Product Knowledge Guide and product description sheets
- Created and administered surveys to over 180 stores to solve store related issues
- Monitored development of MS Access inventory management and forecasting program

Stacy's Pita Chip Company

Randolph, MA

Gourmet Account Manager

Jan. – Aug. 2018

- Managed 50+ gourmet retail accounts including corporate, restaurant, and specialty store
- Represented and promoted company and its product lines at the Fancy Food Trade Show
- Constructed sample boxes and press packets to be used by sales department
- Utilized Excel and QuickBooks to create reports to track budget and performance goals for the VP of Sales
- Documented and resolved buyer and consumer issues and concerns

New City Beauty Salon and Supplies

New City, NY

Retail Associate

Jun. 2017– Aug. 2017

- Collaborated with L'Oréal representative to revamp entire L'Oréal stock and display
 - Created attractive product displays to increase product awareness
 - Managed needs of a 10-person salon staff while also assisting retail customers
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ADDITIONAL EXPERIENCE

- Teachers Apprentice Program, teaching sixth grade students American Sign Language
- Produced a Red Cross fundraiser for the World Trade Center Relief

Spring 2017

Fall 2016

SKILLS

- MS Access, Excel, Word, PowerPoint, Publisher, Outlook, Lotus Notes, QuickBooks, Adobe Photoshop