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SARAH PETERSON

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EDUCATION

B.B.A., Marketing

University of Portland, Portland, OR

Expected May 2019

GPA 3.6

ACADEMIC PROJECTS

Management Information Systems

Spring 2017

- Assisted in the development and creation of a business plan, including product, brand management, and logo, for local small business.
- Managed team of six in the conceptualization and creation of company design.
- Launched business in competitive *Business Fair*, awarded 1st place.

Communication: International Olympic Committee Project

Fall 2016

- Analyzed breakdown in the organizational communication function of the IOC.
- Implemented multiple communication theories to analyze problems within the IOC.
- Conducted extensive research and interviews in order to present creative strategies.
- Compiled full case analysis and enhancement measures in mock training manual for the IOC; presented manual to mock committee.

RELATED EXPERIENCE

Director

September 2016– Present

Campus Program Board, Portland, OR

- Began as member, served as Marketing Director, and elected Director by student senate vote.
- Manage 20 members and 17 chairs, lead weekly meetings, create innovative marketing ideas, problem solve, and plan over 50 events each year.
- Manage \$150,000 budget annually.

Research Intern

May 2018 – Aug 2018

Anderson Communications, Washington, D.C.

- Researched campaigns in various local and state races and compiled the information into research books and searchable CD's.
- Gathered preliminary information for research trips outside the DC area for Senior Researchers.
- Conducted in-person interviews in various locations across the mid-Atlantic to gather policy and voter information.
- Performed legislative research at the US Capitol.
- Collected and analyzed data to assist in clients' overall campaign strategies.

SKILLS

PC Experience: Word, PowerPoint, Excel, Outlook, WordPerfect

Research & Analysis: Bloomberg, Hoover's, LexisNexis and Times Series Processor

Language: Intermediate Spanish, including Business Spanish

ADDITIONAL EXPERIENCE

Bon Appetit, Barista, Portland, OR

September 2017 – Present

SMART, Volunteer, Portland, OR

October 2016 – May 2016

Court Scheduler, Intramural Sports, Portland, OR

September 2016 – May 2016