

SARAH K. GIFFARD

skgiff@gmail.com • Cell: (207) 807-1100

PROFILE:

Enthusiastic and resourceful college graduate with an academic background in communications and business. Strong work ethic and excellent prioritization abilities developed through balancing a full time academic schedule, multiple sports and employment throughout high school and college.

PUBLIC RELATIONS EXPERIENCE:

Public Relations

*Intern/Wakeboard Team
Manager*

Shred Ready

February 2011-Present

Campaign Writer

**Auburn Parks & Recreation
Department**

August 2010-December 2010

Public Relations Intern

VEGABond Board Sports

April 2010-August 2010

Brand Ambassador

Fuse Youth Marketing

October 2008- February 2009

Public Relations

Representative

**Bryant Ski & Snowboarding
Club**

April 2007- May 2008

- Responsible for press releases, social media creation and management and consumer promotional activities.
- Worked to create a video contest to recruit new talent for the Shred Ready team of athletes.
- Plans, coordinates and executes tour and promotional events for Shred Ready.
- Created a publicity campaign for the department's annual easter egg hunt.
- Campaign included a new theme for the event, instructions for implementing a guerilla marketing campaign, media kit and website.
- Worked to streamline the company's mission and branding strategy through the creation of a media kit, catalog and website.
- Connected with target demographic through social media.
- Fostered positive community relations through volunteer recruitment for A.skate, a non-profit organization which teaches autistic children to skateboard.
- Utilized promotional materials to implement a guerilla and pedestrian publicity campaign.
- Planned distribution of promotional materials and samples to optimize reach and total impressions by working with groups and organizations on the campus of Auburn University.
- Reported on promotional activities and events and worked with supervisors to create the most successful campaign possible.
- Responsible for general promotion of the organization and the trips organized by it.
- Coordinated the communications of the club including email and Facebook messages

MANAGEMENT EXPERIENCE:*Vending Executive***J.A.Y. Enterprises**

May 2007- August 2008

- Managed employees, equipment and supplies in a fast paced environment.
- Trained employees in food preparation, resource allocation and customer service

*President***Bryant Environmental Conservation Organization**

November 2006- May 2008

- As a college freshman co-founded and elected President of Bryant E.C.O. (Environmental Conservation Organization), an on-campus organization with the primary goal focused on making Bryant University a more environmentally responsible community, through education, demonstration, and cooperation.
- Worked with other concerned students to charter the organization on campus through the writing of a constitution and budget proposal.

OTHER EXPERIENCE:*Customer Service***L.L.Bean***October 2011-Present*

- Provides world-class customer service within one or more outdoor gear/apparel departments and/or one or more focus areas.
- Acts as steward of the L.L.Bean brand, operates in a professional manner, engages customers, maintains store standards and supports teamwork.
- Possess and utilize a breadth of services levels, product knowledge and store functionality appropriate for a retail store, and can flex responsibilities according to business needs.

*Office Assistant***TJM Consulting***December 2011-Present*

- Assists in the creation of product cut books through data entry and assembly.
- Organizes and archives project files.

*Guest Services***Robert Trent Jones at Grand National***February 2009- July 2011*

- Worked to enhance the overall experience of guests through the scheduling of tee times, retail sales, phone support and general customer service duties.
- Acted as a liaison between upper management and incoming phone calls and appointments.

*Retail Sales/ Display Coordinator***The Mangy Moose**

November 2005- August 2007

- Involved in merchandising activities including inventory, shipping and receiving, tagging and merchandise display.
- Acted as a consultant for furniture and taxidermy sales.

EDUCATION:**Auburn University**; Auburn, AL*Bachelor of Arts in Public Relations* with a focus on **Marketing**, December 2010

Overall GPA: 3.1

Bryant University; Smithfield, RI
Undergraduate Studies, August 2006 – May 2008