

Sara Korn

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Objective

Seeking an opportunity to leverage my passion for education and lifelong learning while utilizing my skills in a challenging marketing role where I can bring value to the organization by helping others achieve their goals.

Skills Summary

Versatile, performance-oriented professional with 13 years experience in marketing, project management, graphic design, client service, and leadership roles, with an emphasis in Education. Combines creativity and practical thinking to find solutions, coordinate and manage deadline-driven projects, and manage resources for maximum results.

Transferable Skills

- ♦ End-to-end marketing strategy and implementation
- ♦ Resourceful, analytical, creative problem-solving skills
- ♦ Excellent communication and collaboration skills
- ♦ Nine years experience in the education industry
- ♦ Detail-oriented project coordinator with strong organizational and planning skills
- ♦ Able to handle multiple deadline-driven projects
- ♦ Skilled at analyzing and interpreting reports
- ♦ Experienced team leader
- ♦ Skilled liaison with clients and suppliers
- ♦ Experienced graphic designer, editor, copywriter
- ♦ Very computer savvy

Personal Attributes

- ♦ Positive “can-do” attitude; goal oriented
- ♦ Quick at learning new skills; versatile skill set
- ♦ Flexible; adapts easily to change
- ♦ Proactive self-starter who sees what needs to be done and then gets it done
- ♦ Self motivated; outstanding work ethic
- ♦ Strategic and creative thinker
- ♦ Works well in cross-functional teams
- ♦ Reliable, honest, loyal
- ♦ Always willing and eager to learn!
- ♦ Passionate about education!

Professional Experience

Triple E Creative, LLC

Phoenix, AZ

September 2007 – Present

▶▶ Freelance graphic design business.

Graphic Designer / Owner

- ♦ Plan and manage all aspects of the business including strategic planning, marketing, sales, finances, operations, and graphic design.

Remedia Publications

Scottsdale, AZ

January 2001 – September 2007

▶▶ Leading publisher of educational materials targeted to special needs students and teachers.

Strategic Planning Coordinator

- ♦ Collaborated with company owners to define strategic goals and objectives
- ♦ Researched industry trends to identify potential growth areas
- ♦ Suggested a variety of strategies and campaigns to achieve objectives based on research

Customer Service Manager

- ♦ Hired, fired, trained, and managed customer service employees
- ♦ Coordinated workflow between customer service and shipping departments to insure timely order processing
- ♦ Delivered top-quality service to customers

Marketing Coordinator

- ♦ Planned, managed, and laid out five catalogs on a twice-yearly basis; saved Remedia thousands of dollars by bringing this project in house instead of outsourcing. As the #1 sales vehicle for the company, this was a very serious responsibility.
- ♦ Increased catalog sales by evaluating existing products based on sales figures and making cuts or adjustments as necessary
- ♦ Helped owner scale back her workload by taking over several of her responsibilities
- ♦ Kept projects on deadline and found ways to reduce costs
- ♦ Planned, designed, and implemented direct mail and web marketing campaigns
- ♦ Increased workflow efficiency and company image by creating a database to track product information
- ♦ Hired, trained, and managed junior graphic designer

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Blaine Personnel, Inc./Opus West Corp. Phoenix, AZ Summer 2000

▶▶ Blaine Personnel: Temp agency I worked for during school breaks. Opus West: General contractor for office, industrial, and retail developments, including the Collier Center/Bank of America building in downtown Phoenix.

Marketing Coordinator

- ◆ Recognized inconsistencies in product data across various marketing materials; proactively created solution by developing a database in MS Access to store and retrieve accurate information for marketing use, resulting in improved efficiency and a more professional company image
- ◆ Created and updated all necessary marketing and sales literature for sales teams; prepared PowerPoint presentations

Dillard Ticketing Tempe, AZ Summer 1998

▶▶ A division of Dillards Department Stores that sold tickets to events.

Marketing Assistant

- ◆ Completed all administrative and graphic design projects in the Marketing Department

Education

Bachelor of Arts in Elementary Education Tempe, AZ Fall 1996 – Fall 2000

Arizona State University

Graduated Summa Cum Laude (GPA: 3.81)

High School Diploma

Safford High School

Safford, AZ

Fall 1992 – Spring 1996

Ranked 6th in graduating class (GPA: 4.190)

Computer Skills

- ◆ Proficient with both Windows and Macintosh computers, using a variety of programs and peripherals
- ◆ Proficient in all MS Office programs: Word, Excel, Outlook, PowerPoint, Access
- ◆ Proficient in graphic design software: InDesign, PhotoShop, Illustrator, QuarkXPress
- ◆ Experienced in creating, using, and maintaining databases and web sites.
- ◆ Quick at learning new applications, programs and procedures
- ◆ Able to speed type 80+ WPM
- ◆ Extremely quick at learning new applications, programs and procedures

Leadership & Volunteer Activities

Rich Woman Group Phoenix, AZ July 2006 – Present

▶▶ Non-profit financial education organization for women in the Phoenix area.

Founder

Publicize the group, manage membership, maintain group web site, send out meeting notifications and relevant e-mail correspondence. Arranged new meeting location at the Fresh Start Women's Foundation. Attend all meetings and help educate new members on how to play and learn from the Cashflow 101 game.

Junior Achievement 1992 – Present

▶▶ Non-profit organization that teaches school children economics and finance concepts.

Volunteer

June 2008 – Present

Helped with administrative tasks and will be working with children in JA BizTown during the school year.

Honors & Awards

- ◆ Five-time winner of the *Teamwork Award* at Remedia Publications
- ◆ Dean's List for all eight semesters at ASU
- ◆ Winner of numerous competitive event awards in PBL and FBLA, including Public Speaking and Ms. Future Business Leader

Professional references available upon request.