
Sarah M. Abbott

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CAREER TARGET: MARKETING

Natural Leader | Strategic & Creative Thinker | Relationship Builder | Project Manager

Marketing and logistics graduate with experience analyzing and streamlining processes by leveraging technology (CRM). Skilled researcher and data manager. Strong communicator with interpersonal skills that enable cross-departmental collaboration. Insightful marketer educated on delivering promotions that strengthen brand recognition and target diverse groups.

Highly driven student successfully balancing full course load, internships, volunteer leadership roles, and numerous extracurricular activities

EDUCATION

THE UNIVERSITY OF TENNESSEE • Knoxville, TN

Bachelor of Science in Business Administration, Marketing & Logistics; GPA: 3.2/4.0

Collateral in International Business – Coursework in Communications

Leadership & Nominations

- ▶ **Senior VP of Finance, Kappa Kappa Pi** (2009 – Present): Serve on Executive Board of professional business fraternity. Currently lead 20+ team members. Control ~\$42K per semester, establishing/administering budgets for 18 teams. Significantly increased savings, profits, and cash flow by 60% within one year. Recovered funds following fraudulent activity.
- ▶ **Study Abroad House** (2010): Nominated to be a leader for a new college program.
- ▶ **Supply Chain Forum** (2010): Selected as one of only 18 students to attend.

Study Abroad Experience

Experiential Learning France & Greece (2009)

- ▶ **France:** Gained valuable governmental and civilian business operations exposure by meeting with the CEO of Dannon and Laughing Cow Dairy, The University of Sofia Head of School and MBA students, and community leaders.
- ▶ **Greece:** Explored small to large businesses, toured a sea port, and learned cultural history.

Scholarships

HOPE/Merit Scholarship

CIE Study Abroad Scholarship – Center for International Education

Marvin and Jean Mills Scholarship

PROFESSIONAL/INTERNSHIP EXPERIENCE

MARKET WORKS, INC. • Rockford, TN

11/2009 – Present

Marketing Intern

- Hand-selected by CEO/President to research and present solutions for customer service efficiency improvements, which stemmed from assignment to set up an e-mail campaign.
- Identified and reported on issues that were the impetus to major process changes.
- Contributed to USA territory campaign integration research and protocol design—addressing fractured marketing efforts across the organization.
- Streamlined data gathering, tracking, and distribution by maintaining detailed information of geographic territories and categories of products.

MARKET WORKS, INC. • continued

- Independently supervised customer relationship management (CRM) project, leading software assessment and implementation. Recommended purchase of Salesforce.com, enabling rapid response and follow-through, while producing higher close rates and increased communication.
- Recreated an expansive price catalogue, instituting visual enhancements and clarifying British content to align with American consumer expectations. Developed unified template formats to facilitate future modifications.
- Collaborated with Human Resources during critiquing process of employee handbook—added and modified text to increase staff understanding of policies and procedures.
- Worked closely with technical staff in the Engineering Department to design and create projects with functional content.

UNIVERSITY OF TENNESSEE • Knoxville, TN

01/2010 – 04/2010

Marketing 425 Student

- Assisted in developing complete marketing plan for Chocolate Fest of East Tennessee, providing primary/secondary research, survey/interviewing, and demographic research.
- Contributed recommendation for optimal venue and season analysis.
- Operated within strict budget, driving profit goals for well-attended philanthropic event.

KEY BANK • Knoxville, TN

01/2008 – 05/2009

Intern

- Excelled as co-assistant to a financial consultant at a branch location.
- Researched stocks, mutual funds, and additional equities for thousands of clients.

SIENA INDUSTRIES, LLC • Massena, NY

09/2007 – 12/2007

Intern

- Hand-selected from an internal pool of applicants to participate in summer program that occurred in plants/manufacturing facilities.
- Completed OSHA safety training course and warehouse logistics certification.
- Built relationships while gaining cross-departmental exposure, observing union influences on business operations.

SEA BREEZE • St. Petersburg, FL

10/2006 – 05/2007

Head Staff & Bar Duty Manager

- Boosted revenue through brand development and promotion. Utilized creative marketing to restructure service and product promotion. Stimulated new business as Event Manager.
- Led viral marketing, WOM incentives, creative venue setup, and event service structure design.
- Professionally resolved escalated customer issues. Ensured exceptional customer service.
- Advanced to head position for ability to train and motivate staff.

TECHNOLOGY

- ▶ Expert-level capabilities in: Microsoft (Word, Excel, Publisher, Outlook, and PowerPoint).
- ▶ Moderate experience in: Access 2007, Adobe/Photoshop, Tableau (Heuristics program), MapPoint, QuickBooks Pro, Streetscape, and Morningstar research software.