

# SARAH BUCK

## PUBLIC RELATIONS & MARKETING

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### EDUCATION

#### AUBURN UNIVERSITY

Bachelor of Arts in Public Relations | Minor in Marketing | Graduated Spring 2015  
GPA: 3.4 | Deans List: Spring & Fall 2014 | Lambda Pi Eta Honor Society

### EXPERIENCE

#### ASSISTANT DIRECTOR OF YOUTH MINISTRY | AUBURN UNITED METHODIST CHURCH MAY 2016 - PRESENT

- Draft and design marketing materials and participate in brand strategy meetings
- Create web and copy content
- Develop, implement and coordinate a yearly calendar of programs and events
- Supervise and train a team of four college interns
- Oversee the recruitment of volunteers
- Respond to email and telephone requests for information
- Manage church-wide and youth social media accounts and regularly update church website
- Implement and improve church-wide social media communications by developing a social media strategy to increase following and reach
- Research, prepare, and teach curriculum
- Cultivate relationships with youth, church members and church staff

#### FULL-TIME INTERN | AUBURN CHRISTIAN FELLOWSHIP AUGUST 2015 - MAY 2016

- Planned and executed weekly freshmen gathering, worship nights, tailgates and special events
- Managed the preparation and serving of dinner to 150-200 students weekly
- Contacted donors and acquired items for annual silent auction
- Designed and compiled quarterly newsletter
- Hosted and conducted weekly small groups and mentoring sessions with 40+ freshmen girls

#### INTERN | AUBURN UNIVERSITY OFFICE OF COMMUNICATIONS AND MARKETING AUGUST 2014 - DECEMBER 2014

- Prepared and edited the twice-weekly faculty and staff e-newsletter
- Wrote and edited university press releases and feature stories
- Attended and reported on events for university news purposes
- Participated in weekly team meetings

#### INTERN | NATIONAL INFANTRY FOUNDATION | COLUMBUS, GA MAY 2014 - JULY 2014

- Contributed to sales and donor relations efforts by writing donation requests, thank you notes and updating donor databases
- Assisted coworkers with the planning and execution of events
- Organized and acquired items for a silent auction at the annual fundraising gala
- Worked with Adobe Photoshop to design fliers and posters
- Researched and created social media posts
- Marketed to perspective visitors and donors through various tourism events

**EXCHANGE STUDENT | GLOBALSCOPE STUDY ABROAD | BIRMINGHAM, ENGLAND, UK  
SEPTMEBER 2013 - DECEMBER 2013**

- Helped with the planning and execution of numerous weekly and special events
- Organized and maintained the nonprofit and its offices
- Created weekly newsletter and social media posts
- Gained a global perspective while learning cross-cultural communication

**STUDENT WORKER | AUBURN UNIVERSITY OFFICE OF ADMISSIONS AND RECRUITMENT  
AUGUST 2011 - JULY 2015**

- Communicated via email, phone, and in person with 100-200 families daily to educate on the university admissions process
- Scheduled and organized campus tours for perspective students and their families
- Provided information about academic programs, application processes, extra curricular activities and overall campus experience
- Prepared information packets daily for perspective students that visited campus

**SKILLS**

Adobe: Photoshop, InDesign, Dreamweaver, Illustrator | Canva | Layout Design | Microsoft Office | HTML 5 and CSS | Web Content Development | Social Media Management and Strategy | Mac and PC | AP Style | Copywriting | Public Speaking | Event Planning | Marketing | Advertising