

SARAH BUCK WRIGHT

PUBLIC RELATIONS & MARKETING

bucksarahf@gmail.com | www.sarahfbuck.com

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

DIRECTOR OF FIRST IMPRESSIONS AND SOCIAL ENGAGEMENT | THREE SIXTY {REAL ESTATE} AUGUST 2017 - PRESENT

- Strengthen and run office communications and support for the Three Sixty Corporate team
- Design, order, and distribute marketing materials (signs, flyers, invitations, ads, social media graphics) for company wide use
- Help to manage and maximize overall marketing and branding efforts
- Grow and maintain Three Sixty's social media presence on Facebook, Twitter, LinkedIn, and Instagram
- Edit and update Three Sixty website
- Manage closing documents, company files, bank and credit card statements, office contacts, and agent spreadsheets on Dropbox.
- Oversee sales meeting minutes, new agent on-boarding, and office calendar of events
- Spearhead the planning, preparation, and execution of company events and client interactions
- Assemble marketing supplies and displays for agents and special events

ASSISTANT DIRECTOR OF YOUTH MINISTRY | AUBURN UNITED METHODIST CHURCH MAY 2016 - AUGUST 2017

- Drafted and designed marketing materials and participated in brand strategy meetings
- Created web and copy content
- Developed, implemented, and coordinated a yearly calendar of programs and events
- Supervised and trained a team of four college interns
- Oversaw the recruitment of volunteers
- Responded to email and telephone requests for information
- Managed church-wide and youth social media accounts and regularly updated church website
- Implemented and improved church-wide social media communications by developing a social media strategy to increase following and reach
- Researched, prepared, and taught curriculum
- Cultivated 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

**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 prospective students and their families
- Provided information about academic programs, application processes, extra curricular activities, and overall campus experience
- Prepared information packets daily for prospective students that visited campus

**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 and 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
SEPTEMBER 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

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