

SARAH B. KIND

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EDUCATION

University of Massachusetts Dartmouth, Dartmouth, MA
Charlton College of Business, AACSB Accredited
Bachelor of Science in Marketing
Minor in English

May 2021

INTERNSHIP EXPERIENCE

New Bedford Bay Sox, New Bedford, MA
Marketing Intern

May – August 2019

- Develop and distribute marketing a promotion material for the summer baseball season
- Create strategies, posters, online bulletins, and messages via social media outlets
- Communicate and collaborate with various groups in the community to get them connect with the Bay Sox
- Recognized company-wide for achieving the highest ticket sales in May, June, July, and August

LEADERSHIP EXPERIENCE

Active Minds, UMass Dartmouth
Marketing Coordinator

September 2018- present

- Promote awareness and education throughout campus to increase knowledge and remove the stigma surrounding mental illness
- Develop and plan special events on campus such as panel discussions or campaigns

New Student & Family Orientation, UMass Dartmouth

Orientation Leader

June – August 2018

- Planned and coordinated orientation activities and information sessions for groups of incoming freshmen
- Developed team building and ice breaker activities to encourage comradery and community among freshmen
- Lead incoming freshmen along their orientation journey to help acclimate them to campus life and culture

WORK EXPERIENCE

Salon, New Bedford, MA

Receptionist

September 2017-September 2018

- Created promotions, fliers, advertisements and monthly newsletter to increase patronage
- Provided superior customer service to all clients and managed appointments scheduled for up to seven stylists
- Handled sales and inventory of Salon specialty products
- Maintained cleanliness of Salon, often solely responsible for opening and closing procedures

Gymnastics Center, Marion, MA

Instructor

September 2016-June 2017

- Coordinated parties in a team of three, taking turns being lead instructor
- Facilitated group activities and games for up to 20 guests
- Enabled children ages 2-12 to perform gymnastics to their capability

TECHNICAL SKILLS

Software: Microsoft Word, Excel, PowerPoint, Outlook, Access; Adobe Photoshop, Illustrator, InDesign,; Proficient with both PC and MAC platforms.

Social Media: Facebook, Twitter, YouTube, Pinterest, HootSuite, Tumblr