

Sara Habibi

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Objective: To obtain a challenging internship position utilizing my skills in business administration and marketing, fundraising, event planning, communications and social marketing where my education and experience can be utilized; where initiative, integrity, commitment, and success are the criteria for advancement.

Work Experience:

Chef's Expressions

Marketing and Event Planning Intern

Timonium, MD

Spring 2014

- Assisting with organizing event planning, creating event BEO and helping with execution
- Maintain marketing budget for upcoming events and promotions
- Create integrated strategy for E-Newsletter and other social media outlets
- Build and execute social media campaigns and maintain blog posts
- Create digital picture books and PR schedules
- Film videos for Chef's Expressions and edit them to be utilized on website, Facebook and blog
- Continue focusing on client loyalty and relationship building through referral systems, advisory boards and corporate events

South Moon Under

Seasonal Retail Store Associate

Towson, MD & Gaithersburg, MD

Fall 2012-Fall 2013

- Charged with launching new sales and marketing programs, preparing sales reports, managing customer relations, and ensuring sales objectives were met daily.
- Partnered with Store Managers to develop and implement innovative sale strategies, product launches, and special events, improving gross profit margins.
- Improved store communication with customers, facilitating phone and online ordering through superior customer service.

Towson University

Student Advisor for the Student Academic Services

Towson, MD

Fall 2012

- Responsible for the planning, coordination, and execution of freshman student orientation events including campus tours, educational spotlights on Towson, and advising sessions on academic and recreational opportunities on and off campus.
- Spearheaded the design and development of all handouts for both students and parents, including implementing an organizational system and timeline.

KiDA Children's Institution

Administrative Assistant Intern

Orange County, CA

June 2012 & July 2013

- Assisted the Executive Director by providing administrative leadership including answering phone calls and responding to inquiries, organizing student folders, creating and updating inventory checklists, calculating financial statements utilizing QuickBooks and organizing all relevant client documents in Microsoft Office.
- Successfully launched new online marketing initiatives through updating website layout and design with a focus on Web 2.0 portals such Twitter and Facebook as well as designing brochures and fliers for organizational events.
- Designed and edited video clips and pictures to publish on the website weekly

Bretton Woods Country Club

Assistant Golf Educator

Darnestown, MD

June, July & August 2010

- Responsible for the daily administrative duties in the Golf Pro Shop including answering phone calls and responding to member inquiries, developing an effective storage system for all supplies and materials, and designing fliers and promotional pieces targeted towards members.
- Assisted Golf Pros with organizing and teaching lessons and small group classes as well as assisting members with navigation throughout the club.

Computer Skills:

Software: MS Office Suite, QuickBooks 7, Quicken, iPhoto, iMovie, Photoshop CS6, SharePoint Designer

Systems: Mac OS X, Windows 7, Windows Vista, Windows XP, Windows 00, Windows 98, Windows NT, Linux

Foreign Language Skills:

Chinese

Spoken: Proficient

Written: Intermediate

Read: Intermediate

Farsi

Spoken: Fluent

Written: Intermediate

Read: Intermediate

Education:

Towson University

Business Administration & Marketing

GPA: 3.4

Concentration in Management and Marketing

Member: Persian Club (*Fall 2010*), Entrepreneur Club (*Fall 2011*), Chinese-American Student Union (*Spring and Fall 2011, Spring and Fall 2012, Spring and Fall 2013, Spring and Fall 2014*)

Towson, MD

Graduated May 2014

Leadership Experience:

Member of Alpha Phi Fraternity, Omega Chapter, Towson University

Formal Events Chair December-January 2012

- Participated in monthly conference calls with national headquarters and undertook the Vice President of Chapter Operations duties in her absence.

New Member Educator Spring 2012-Spring 2013

- Responsible for partnering with new sisters and educating them on Alpha Phi traditions and customs including developing informational folders with pertinent information regarding the sorority.