

# Sara B. Israel

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## EXPERIENCE

- **Marketing Staff, Boys & Girls Classic, University of Oregon, Eugene, Ore.**  
*November 2012 – Present*
  - Created a Facebook page and Twitter account for a charity golf tournament
  - Posted updates from social media accounts to increase participation and promote sponsors
  - Wrote news releases for the local media to promote and cover the event
  - Filmed and edited a promotional video featuring the Eugene Boys & Girls Club
- **Account Executive, Allen Hall Public Relations (Student-Run Agency), University of Oregon, Eugene, Ore.**  
*October 2012 – Present*
  - Developed a PR plan to spread awareness and increase participation for our nonprofit client, Friendship Foundation for International Students
  - Designed fliers and brochures to be distributed in the study abroad office
  - Formulated strategic partnerships with organizations on campus and drafted email templates
  - Exceeded objective to increase participation by 50 percent
- **Marketing Intern, Emerald Media Group, University of Oregon, Eugene, Ore.**  
*July 2012 – Present*
  - Helped the student media company grow revenue, readership and reach by running promotional campaigns through Facebook and Twitter
  - Planned events to raise student awareness and interest, such as the football watch parties
  - Increased average print newspaper readership by 19 percent from two years ago
  - Increased Facebook audience by 117 percent in seven months
  - Increased website page views by 95 percent in one year
- **PR/Media Assistant, Emerald City Friendlies, University of Oregon, Eugene, Ore.**  
*January 2013 – May 2013*
  - Constructed a new set of regulations for an annual charity soccer tournament
  - Wrote news releases for the local media to promote and cover the tournament
  - Designed fliers for fundraising and tournament advertising
  - Planned fundraising events prior to the tournament, such as a FIFA video game competition
- **Coordinator, Women's Club Soccer Team, University of Oregon, Eugene, Ore.**  
*January 2012 – June 2012*
  - Managed equipment, team email, website and Facebook page
  - Created itineraries; organized events; and booked ground transportation, flights and hotels for 18 people

## EDUCATION

- **Bachelor of Arts in Journalism, University of Oregon, School of Journalism and Communication**  
*Expected graduation: June 2014*
  - Major in Public Relations; minor in Business Administration
  - Member of the Warsaw Sports Business Club and the University of Oregon Public Relations Student Society of America (PRSSA)

## SKILLS

- Fluent in Spanish
- Proficient in Microsoft Office, Facebook Insights, Twitter, HootSuite, Bitly, WordPress, and Final Cut Pro
- Intermediate knowledge in Adobe Creative Suits and Google Analytics