

SARAH E. SNYDER

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OBJECTIVE

Sales position where creativity and unique communication skills can be utilized to increase sales and brand awareness in the marketplace

EDUCATION

Grand Valley State University – Allendale, MI
Bachelor of Science Degree – Expected Graduation: May 2010
Major - Health Communications
Minor - Business, Advertising, and Public Relations

RELATED COURSEWORK

Management Information Systems	Marketing Management	Public Speaking
Advertising	Public Relations	Social Science Research

INTERNSHIP EXPERIENCE

March 2009 – August 2009

Outside Sales Representatives for University Directories – Grand Rapids, MI / Chapel Hill, NC

- Attended week-long sales training in Chapel Hill, NC with 650 attendees for developing a variety of personal sales techniques and approaches for advertising directory sales
- Achieved top sales in the Grand Rapids area in an economically challenged marketplace
- Managed outside sales territory, which required personal daily contact with 30 to 40 new or current advertisers
- Researched and developed territory goals which included approximately 50% cold call activity
- Utilized interpersonal communication and time management skills
- Maintained sales records, reports and participated in daily recap meetings
- Used active listening and persuasion skills to meet sales objectives
- Responsible for solo as well as team sales presentations of advertising layout, benefits, and cost analysis
- Learned to increase sales utilizing rapport building skills with potential customers

WORK EXPERIENCE

August 2007 – Present

Receptionist for Grand Valley State University's School of Computing and Information Systems – Allendale, MI

- Help desk duties for students with questions relative to proper class/major requirements
- Accountable for telephone communications, distribution of mail, and clerical duties as assigned

May 2008 – August 2008

Retail Sales Representative for BCBG MAX AZRIA (Women's Clothing Store) – Novi, MI

- Built personal clientele and upgraded sales of women's designer clothing

May 2007 – August 2007 / May 2006 – August 2006

Administrative Assistant for Superior Electric Company – Redford, MI / Milford, MI / Troy, MI

- Assisted project manager and performed various office functions for electrical contracting company at a remote on-site office such as processing weekly payroll, purchase orders, quotations and file maintenance
- Contributed with blue prints and estimating project costs including labor for specific contracted projects

PROFESSIONAL AFFILIATIONS

2008 – Present

Executive Vice President for GVSU American Marketing Associations (AMA)

- Assists in presiding at general meetings and supports president as needed
- Coordinates community service and social events
- Organizes blood drives by coordinating volunteers, advertising, and donors
- Team leader for Relay For Life including fund raising and conducting captains' meetings

2008 – 2009

GVSU Public Relations Student Society of America

COVER LETTER AND REFERENCES AVAILABLE UPON REQUEST