

SARA WALKER

Branding & Digital Marketing



PORTFOLIO

littlsarawalker.carbonmade.com

CELL

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TWITTER

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+ EXPERIENCE

JUL - PRESENT

Hostess, Libertine Liquor Bar
Indianapolis, IN

- Represent Libertine as the first and last point of contact for the diners
- Take reservations, seat walk-ins and manage flow of guest turnover

MAR - APR 2013

Community Manager, Uber Detroit
Chicago, IL

- Introduced Uber in Detroit, Michigan
- Created promo codes for area restaurants, bars, professional groups
- Wrote blog posts and launched email campaigns
- Responded to customer service inquiries via social channels and email

JUN - MAR 2013

Marketing Manager, bkr glass water bottles
San Francisco, CA (remote)

- Reworked branding and positioning of all marketing communication
- Developed and managed Facebook, Twitter and Pinterest accounts
- Pursued partnership opportunities that had promising ROI
- Researched and shared business development leads with sales team
- Analyzed email and social campaigns by identifying data trends
- Increased website traffic and web sales

MAY - AUG 2010

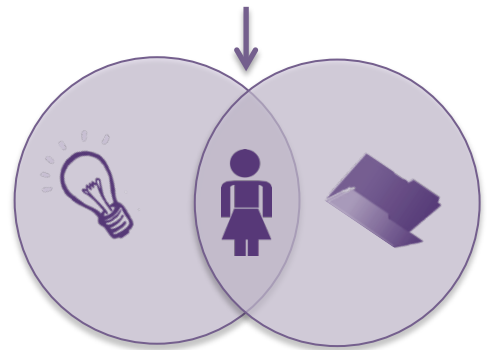
Project Management Intern, Walker Information
Indianapolis, IN

- Worked on five client accounts teams
- Controlled for data accuracy by reviewing client deliverables
- Notified internal team of risks, weaknesses or opportunities that could impact survey and reporting timelines
- Coordinated daily tasks of team members using JIRA tracking software

For detailed examples of my work
CHECK OUT MY ONLINE PORTFOLIO AT

littlsarawalker.carbonmade.com

“ I’m equal parts creative + structure. While naturally inclined to think big-picture, I increment tasks to achieve a solution in an organized fashion. ”



+ EDUCATION

MAY 2012

Purdue University, Krannert School of Management
Bachelor of Science in Management
Marketing, International Business, Spanish

3.33/4.00 GPA

+ SKILLS

