

# Sarah Martinez

smartinez@gmail.com

(315) 675-1111

## Present Address (until May 2017)

621 Waterbury Lane  
Buffalo, New York 14221

## Permanent Address

211 Gardenview Terrace  
Sodus, New York 12076

---

## OBJECTIVE

To secure an internship in financial marketing

## EDUCATION

**Bachelor of Science in Business Administration**, 5/17 State University of New York College at Buffalo  
Concentration: **Marketing** Major GPA: 3.6/4.0, Dean's List 4 Semesters

## RELATED COURSEWORK

Marketing on the Internet	Advertising Concepts and Practices	Consumer Behavior
Advertising Campaign Management	Marketing Research	Electronic Commerce

## MARKETING PROJECT

- Researched the realignment and repositioning of the retirement product line for a community bank
- Created differentiated marketing strategies for each market segment's needs and expectations
- Presented marketing plan to division management team of six professionals

## CAMPUS INVOLVEMENT

- President**, American Marketing Association 8/16-present
- Coordinate and market all organization activities including membership drives and recruitment events
  - Organized the Hertel Avenue Marketing Collaborative, a project to teach small business owners how to collaborate with neighboring businesses to share advertising costs, coordinate events, and launch promotional campaigns
  - Won a regional competition for project
- Vice-President**, Residence Hall Association 8/15-5/16
- Promoted educational and social programs for first year residents and developed peer mentor program

## RELATED EXPERIENCE

- Customer Service Representative**, HSBC, Sodus, New York 5/16-8/16
- Marketed retirement and loan products to customers in person and on the phone
  - Investigated and resolved customer concerns and followed up to ensure satisfaction
  - Processed deposits, payments, and other transactions daily

## ADDITIONAL EXPERIENCE

- Store Front Employee**, Tim Horton's, Amherst, New York 1/14-present
- Train and coach new and current employees in all store front positions
- Cook**, Pizza Hut, Amherst, New York 6/13-1/14
- Awarded Employee of the Month 11/12

## SKILLS

Computer: Adobe Photoshop; Microsoft Access, Excel, and PowerPoint, and Word  
Language: Fluent in Spanish; basic knowledge of French