

# SADIE BARD

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Organized and creative communications graduate with experience in marketing coordination, content development, and administrative support. Skilled at managing multiple priorities, maintaining clear communication with diverse stakeholders, and contributing to cross-functional projects. Seeking a coordinator-level role in a fast-paced environment where I can apply my attention to detail, strong work ethic, and passion for delivering exceptional experiences.



PORTFOLIO

## EDUCATION

**The Pennsylvania State University**, Bellisario College of Communications  
Bachelor of Arts — Double Major: Advertising, Sociology  
HONORS: Summa Cum Laude, Dean's List (All 8 semesters)

State College, PA  
Class of 2025  
GPA: 3.95/4.00

## WORK EXPERIENCE

**Martha's Vineyard Chamber of Commerce** Vineyard Haven, MA  
**Marketing & Communications Intern** June 2025 – Present

- Assisted in organizing, executing, and promoting the *JAWS 50th* celebration, in coordination with Amblin Productions and Universal Studios; earned coverage on *Good Morning America*, *The Washington Post*, and *The Today Show*.
- Strengthened relationships with local businesses to drive tourism and commerce, overseeing communications, promotional activities, and membership dues collection—recovering \$30,000 in overdue invoices.
- Designed and produced office and marketing materials such as hours sheets, for-sale signage, newsletters, and social media content to support Chamber operations and member visibility.

**The Gold Studios** New York, NY (remote)  
**Talent Scout Intern** March 2025 – May 2025

- Sourced and qualified prospective clients, tailoring pitches to their needs.
- Coordinated between talent and internal teams, including Live Booking and Brand Partnerships.
- Managed scheduling, meetings, briefings, and follow-up communications.

**Color of Thought Creatives** State College, PA  
**Creative Assistant (previously Digital Communications Intern)** January 2024 – June 2025

- Accepted post-internship offer to create all social media content, support rebranding, and promote events for new client.
- Updated websites and wrote blog articles for clients of boutique agency.
- Developed and designed social media content across Instagram and Facebook platforms using Meta Business Suite.
- Created, scheduled, and monitored email marketing communications.

**The Woods Hole, Martha's Vineyard and Nantucket Steamship Authority** Falmouth, MA  
**Communications & Marketing Intern** May – August 2024

- Developed and executed 4 months of social media content across Facebook, Instagram, LinkedIn, and X platforms resulting in a 47.11% increase in interactions (21.15K) with total impressions of 813.4K.
- Managed the advertising program, acting as a key contact between clients and sponsors, participating in media planning meetings with external agencies, and maintaining assets across all terminals, vessels, and islands.
- Responsible for the creation of print and digital marketing assets including onboarding materials, banners, holiday stock images, blog posts and written coverage of live events.

## LEADERSHIP EXPERIENCE

**American Advertising Federation: National Student Advertising Competition Team** August 2023 – May 2024

- Built integrated creative strategy and marketing and communication plan for Proctor & Gamble's Tide® laundry detergent.
- Synthesized competitive insights, including brand voice, media mix, and spend, into strategic direction for copywriting.

**Zeta Tau Alpha, Director of Sisterhood & Programming Council Member** January – December 2023

- Planned and organized monthly sorority events, creating promotional materials to increase attendance.
- Managed spend within budget and ensured timely payment to vendors. Compiled expenses for submission to treasurer.

## ADVERTISING PROJECTS

**CREST 3D WHITE WHITESTRIPS®**: Developed an integrated, multi-channel campaign to differentiate product from competitors. Targeted women aged 45-55 with messaging of instilling natural confidence as you age. Designed entire proposal, featuring ambient activations, television storyboards, and print, out-of-home, digital, and podcast advertisements.

**RITZ CRACKERS®**: Extended and enhanced existing campaign promoting product versatility for multiple occasions. Designed social media and print ad content with copywriting tying executions together. Ensured correct body type and dimensions.

## TECHNICAL COMPETENCIES

- Meta Business Suite, Metricool, Asana, Airtable
- Adobe Suite: Photoshop, InDesign, Premiere Pro
- Canva
- MRI-Simmons
- WordPress, Storyblok, GrowthZone
- Mailchimp, Constant Contact
- Vivvix
- MS Office (Word, Excel, PowerPoint)