SADIE BARD

847.997.4361 | sadiebard@gmail.com | LinkedIn

Creative, results-driven advertising and marketing student with a passion for crafting impactful campaigns and driving audience engagement. Experienced in developing innovative digital communication strategies, designing multi-channel content, and managing social media platforms to deliver measurable results. Recognized for strong attention to detail, exceptional organizational skills, and the ability to balance multiple projects in dynamic environments.

PORTFOLIO

EDUCATION

The Pennsylvania State University, Bellisario College of Communications — State College, PA
Bachelor of Arts — Double Major: Advertising, Sociology — Class of 2025
HONORS: Dean's List (All 7 semesters) — GPA: 3.94/4.00

TECHNICAL COMPETENCIES

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

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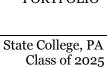
RITZ CRACKERS®: Extended and enhanced existing campaign promoting product versatility for multiple occasions. Designed social media and print ad content with copywriting tying executions together. Ensured correct body type and dimensions.

WORK EXPERIENCE

Color of Thought Creatives — State College, PA (remote)
Creative Assistant — September 2024 –Present
- Accepted post-internship offer to create all social media content, support rebranding, and promote events for new client.

Digital Communications Intern — January — April 2024
- 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.

EARLIER EXPERIENCE

Pro Shop Attendant | Wilmette Golf Club, Wilmette, IL — May — August 2023
Sales & Customer Service Associate | Children's Toy Store, Northfield, IL — May — August 2022

LEADERSHIP EXPERIENCE

Creative Team Member — September 2023 — Present
American Advertising Federation: National Student Advertising Competition Team — State College, PA
- Conduct research to build integrated creative strategy including marketing and communication plan for Proctor & Gamble's Tide® laundry detergent and AT&T®.
- Examine voice of competitors, media mix, and spend to compile insights.
- Collaborate with art directors on visual content and copywrite text to create advertising plans book with social media executions and billboard ads.

Director of Sisterhood & Programming Council Member — January — December 2023
Zeta Tau Alpha — State College, PA
- 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.
- Cross-collaborated with historian and recruitment teams to film events to be shared on social media platforms.