

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 **Marketing & Communications Intern**

Vineyard Haven, MA
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*.
- Managing communications with local businesses to promote tourism and commerce across the island.
- Creating and updating marketing materials including brochures, newsletters, and social media content.

The Gold Studios **Talent Scout Intern**

New York, NY (remote)
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 **Creative Assistant (previously Digital Communications Intern)**

State College, PA
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 **Communications & Marketing Intern**

Falmouth, MA
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

- Conduct research to build integrated creative strategy including marketing and communication plan for Procter & 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

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