

Objective

Student of communications at Furman University with exceptional written, verbal and interpersonal skills. Interested in building a career in the broadcast space. For my digital portfolio and resume please visit: sarahlamb1.wix.com/SarahLamb.

Experience

Career Sports & Entertainment / Justice Network – Production Intern

June – August 2014

Performed imperative research, analysis and organization to prepare the launch of national broadcast network, Justice Network.

- Designed holistic programming schedule complete with promotions, commercials, and public service announcements.
- Developed database of potential media partners' affiliate markets including contacts for local Crime Stoppers chapters, law enforcement and local news outlets for use in necessary communication to create PSA segments.
- Production assistant for Atlanta Falcons' *Inside the Locker Room* weekly live show (CW-69 Atlanta) and commercial shoot.

Cumulus Media, The Bert Show – Intern

May – August 2014

Experienced live radio production with a morning radio show syndicated in 22 markets. Involved in all aspects of the process including content and audio creation, phone screening, social media and website maintenance, and guest/celebrity relations.

- Proposed, wrote and led four separate on-air segments leveraging personal content as entertainment.
- Crafted custom content for social media platforms including Facebook, Twitter and TheBertShow.com.
- Researched headlines in affiliate markets and re-wrote news stories for on-air content.

ADP – PR and Industry Analyst Relations Intern

June – August 2013

Improved analyst relations program at FORTUNE 300 company by performing critical functions that directly affected business.

- Wrote multiple high visibility press releases for newswire distribution.
- Developed comprehensive research analyst database and background information on top tier contacts.
- Recommended and implemented measurement program based on survey data.
- Created 12-month editorial research calendar to maximize ADP's exposure to key analysts.

Furman University – Writing and Multimedia Consultant

April 2012 – Present

Leverage writing and interpersonal skills to help students and community create successful written and multimedia projects.

- Collaboratively edit student and faculty written work for structure and effectiveness, proving attention to detail.
- Provide technical support for a range of software programs including Microsoft Office, Prezi, Adobe Suite and more.
- Named 2014 Writing & Media Lab Consultant of the Year to commend my technical skills, work ethic and attitude.

Karate USA Family Martial Arts Academy – Taekwondo Instructor

May 2008 – July 2013

Earned black belt and was immediately hired as an instructor. Drove KUSA in becoming #1 martial arts school in Metro Atlanta.

- Motivated students to succeed by being consistent, awarding achievements, and providing extra necessary assistance.
- Responsible for training students of all ages as well as executing various daily business and marketing activities.

Keller Williams Realty – Director of First Impressions

May 2012 – June 2012

Learned the importance of effectively representing a company's brand from the moment of first impression.

- Welcomed and directed potential clients, visitors and new hires.
- Planned and informed realtors about weekly meetings, as well as organized catered events.

Education

Furman University – Communication Studies & Religion Major, Minor in Humanities Graduation May 2015

- Dean's List all semesters – 3.7 grade point average
- Proficient in French (12 years education)
- Greek Conduct Board Member
- Director of e-Marketing, Sunnybrook Landscapes
- Lambda Pi Eta Communications Honor Society
- Staff blogger, MyFirstApartment.com

Software Skills

- Adobe Premiere, Adobe Photoshop, Audacity, Camtasia, Garageband, iMovie, Microsoft Office Suite, Moonfruit, Prezi, Snapz, Wix, Wordpress, social media (Facebook, Instagram, LinkedIn, Pinterest, Twitter), SoundCloud, YouTube