



SARAH BULL

Junior Strategist

Contact

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Skills

Google Suite

Microsoft Office

Mac Applications

InDesign

Illustrator

Photoshop

Survey Monkey

Extra Experience

Teaching Assistant for the Inside-Out Prison Education Project, a class with UVM students and incarcerated women in Vermont. Was responsible for grading papers, holding office hours, working with one-on-one with students, inside and outside of the prison, and helping plan class curriculum.

Conducted literary and focus group research inside of various VT prisons.

Co-Author of research report: "Incentive-Based Systems Inside Prison: Based on Focus Group and Literary Research"

Profile

I am passionate about people and fascinated by culture. I strive to understand why people are who they are, and why they do what they do, in all situations – work and personal life. I believe that the best strategists are those that are able to humanize people, brands, culture, and products. I believe that my time conducting research in prison, working closely with incarcerated women, and working in the advertising industry has provided an exciting and unique foundation for a future in strategy.

Experience

October 2017 - Present: Pure Growth, NYC

Junior Strategist

Conduct research on brands, competitors, consumers, culture, etc., and then organize, summarize, and analyze that research. Identify brand, consumer, category truths, working to develop a key insight. I then use what I have learned to put together a strategic story, or setup, for the creative department.

Social Media: Developed social media strategy for two national brands, creating Social Media Strategy & Style Guidelines using InDesign. Work one-on-one with creative to develop monthly social content calendars for both brands – from planning to post creative to caption copy. Compile monthly social performance reports for both brands. And am responsible for community management for both brands.

New Business: Conduct in-depth research on new business prospects in order to compile a comprehensive background report. Work with the team to identify opportunities / ways in. Assist the team with building pitch deck.

Summer 2017: Crispin Porter + Bogusky, Boulder CO

Content Management Intern

Hybrid position working across Strategy, Account, and New Business Departments.

Conducted brand, category, competitive research on the Infiniti team. Worked on strategy and planning for Infiniti exhibition and brand activation at major car show. Sent out Weekly Newsletters to the internal team.

Worked with New Business department to put together extensive backgrounders for prospective clients.

Summer 2016: mcgarrybowen, NYC

Strategy Associate (Intern)

Worked on multiple teams within the agency, learning from and assisting the strategy department.

Created persuasive new business presentation for possible client within the auto-rental category. Solo strategist on intern new business project, responsible for developing master-brand platform, writing creative brief, intended to inspire creative teams and inform overarching pitch strategy.

Summer 2015: Y&R, NYC

Strategic Planning Intern

Worked on the Dell team. Conducted brand, product, and consumer research using variety of research methods and industry tools. Main project on dell was Smart Farming, where we interviewed people and did desk research to find interesting stories to tell. Worked with intern group to put together comprehensive new business pitch for end of internship project.

Education

August 2013 - May 2017: University of Vermont

Bachelor of Arts, College of Arts & Sciences

Major: Sociology

Minor: Economics

Achievements: Dean's List | Alpha Kappa Delta, International Sociology Honors Society