

Sarah Louise Boland

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EDUCATION

Auburn University, Auburn, AL Fall 2015 - Spring 2019

Bachelor of Science in Business Administration

- Major in Entrepreneurship and Family Business
- Minor in Philanthropy and Non-Profit Studies

Cumulative GPA: 3.40/4.00

- Honors: Dean's List

EXPERIENCE

Chirpwood Consumer Goods, Opelika/ Auburn, AL January 2019-Present

Business Development and Marketing Director

- Created quality content for all social media platforms
- Improved and increased SEO keywords for website
- Built sales guide for students participating in Bridge2Rwanda program
- Increased website and Instagram traffic with various advertising techniques

Raymond J. Harbert College of Business, Auburn, AL February 2018-Present

Vice President

- Work alongside the President in creating goals for the 2018 school year
- Create a business council from elite members within the college
- Meet with Dean to discuss ideas for new MBA building coming Spring 2018
- Advocate for the students and their needs for curriculum
- Hold meeting twice a month with business council to collaborate on new ideas

Auburn University Student Government Association, Auburn, AL August 2018 - September 2018

Miss Homecoming Nominee

- Responsible for staff of over 30 students and 250 volunteers in over 10 committees
- Partnered with the Office of Accessibility and Counseling Center to improve accessibility
- Created full marketing and branding campaign to advocate student needs in community
- Implemented voting strategy and coordinated with over ten groups in various locations throughout the week
- Ambassador for student body for Auburn University especially for students with physical disabilities

YellowCard, Auburn, AL January 2018 – August 2018

Head of Business Development

- Strengthen ideas and goals to create team objectives for startup company
- Organize time schedules and tasks for CEO, CFO, and Marketing Director
- Maintain responsibility for graphics and design used in advertising and competitions
- Clarify presentations about cryptocurrency for new learners and audiences

Italia Connect – Mezzo Restaurant, Rome, Italy June 2017 – July 2017

Internship

- Completed a Market Analysis for new restaurant location
- Created marketing scheme for entering American market
- Facilitated team of five to develop presentation and final product
- Led Executives of Italia Connect with culture and language barriers

LEADERSHIP & ACTIVITIES

Auburn University, Auburn, AL Fall 2015 - Present

- Freshman Leadership Program - This is Auburn, *Assistant Director*
- Alpha Chi Omega, *Member, New Member Educator*
- Executive Society, *Vice President*
- Miss Panhellenic, *Miss Congeniality*
- Miss Auburn – Official Hostess for Auburn University, *Nominated and selected Top 20*