

# Sarah E. Siewert

• sarahsiewert@gmail.com •

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## Experience:

### Michigan Fitness Foundation, Lansing, Mich.

*Marketing and Events Coordinator*

*May 2008-Current*

- Manage organization-wide social media involvement
  - write social media policy
  - engage on Twitter with 400 followers
  - develop professional development and training for staff on emerging trends
  - earn \$2500 grant to support social media efforts, covering staff time
- Update multiple websites utilizing Content Management Systems and HTML knowledge
- Work on client side of agency partnership for website builds
- Strategic planner and project manager for events including:
  - receptions at the Michigan Governor's Residence
  - Mackinac Bridge Labor Day Run with 400 participants
  - statewide exercise day involving 1,000 schools and 400,000 students
  - run training program for youth concluding in weekend trip and 5K race
- Speak at events to deliver organization messages and event logistic information
- Craft talking points and quotes for organization leaders, sponsors and media personalities
- Write copy for publications, invitations, newsletters, websites, media materials

*Marketing and Events Intern*

*January 2007-May 2008*

- Assist in planning Mackinac Bridge Labor Day Run
- Coordinate youth run training program concluding in a weekend trip and 5K race
- Create and distribute press materials including news releases and media alerts
- Develop and maintain media contacts database

### Public Relations Society of America New Professionals Section, national level

*Director of Professional Development/Chair-elect*

*January 2010-Current*

- Oversee programming chair
- Speak at the 2010 PRSA International Conference with a panel of senior practitioners
- Identify and recruit industry experts to speak to section members

*Programming Chair*

*January 2009-December 2009*

- Assist executive committee in increasing overall value of section membership by 9.5 percent according to member omnibus survey
- Coordinate and moderate four PRSA teleseminars, and two brown bag calls

### Public Relations Society of America Central Michigan Chapter Board, Lansing, Mich.

*PACE Awards Co-Chair*

*December 2009-April 2010*

- Lead a team of professionals planning the most prestigious PR awards event in Mid-Michigan
- Earned \$6,600 in net profit for the Chapter

*State Conference Chair*

*April 2009-April 2010*

- Assist sponsorship committee in securing nearly \$15,000 in event sponsorships
  - Generated the only ticket sales from a chapter outside of the host chapter
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**Education:** Michigan State University, East Lansing, Mich.

Bachelor of Arts in Communication; Specialization in Public Relations; GPA: 3.75/4.0

**Award:** 2008 Michigan State University Outstanding Senior Award; awarded to the top 25 graduating seniors selected for leadership in areas of academic excellence, community service, campus involvement, work experience, contributions to MSU, and uniqueness