

SARAH-KATE STONE

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EDUCATION

University of Texas at Austin, McCombs School of Business May 2023
Master of Science, Marketing

Eckerd College May 2019

Bachelor of Arts, Communication, Spanish – Minors in Marketing, Film Studies

- Study abroad experiences in Northern Ireland and Argentina
- Sigma Delta Pi member

EXPERIENCE

C3 Presents – *Digital Guest Experience Intern*, Austin, TX May 2024 – Present

- Assist Guest Services Manager in generating proper and accurate patron messaging for festivals
- Manage brand/festival messaging for FAQs and update/build out festival backend with approved messaging
- Assist Marketing Department with feedback and collaboration with guest service needs related to social media interaction
- Contribute to the overall event management plan and works as part of the Guest Services team, interfacing with other C3 departments, external vendors, event staff and festival guests, as necessary

Sinclair Broadcasting Group– *Digital Sales Coordinator*, Austin, TX Aug. 2023 – April 2024

- Coordinated internal and external teams to ensure the fulfillment of online advertising campaigns
- Increased sales efficiencies by coordinating ad processes, organizing creative and credit issues, managing client accounts, and assisting in a number of various sales processes as necessary
- Responsible for campaign reporting, analysis, and business recaps

Breakthrough Central Texas - *Recruitment and Volunteer Coordinator*, Austin, TX Sept. 2021 – Aug. 2022

- Supervised team tasked with recruiting for summer internship opportunity
- Assisted with full recruitment cycle for over 150 new hires
- Managed retention of volunteers with recognition events and support to ensure a high-quality experience
- Analyzed Salesforce metrics, developed and implemented shifts as identified
- Social Media Ambassador: developed multiple campaigns to create new social media content for internal, local and national use

Breakthrough Central Texas – *Strategic Planning Student Advisor*, Austin, TX Sept. 2020 – Aug. 2021

- Coordinated first generation college hopeful students, their school staff, and school district services to harden their pathway to college
- Managed CRM initiatives to optimize channel strategy and processes
- Developed and executed SMS campaigns and reported effectiveness. Improved processes, and efficiency based on data

Royal Caribbean – *Account Executive Product Development*, Miami, FL Jan. 2020 – April 2020

- Organized international shore excursions and tour programs that reflected the Azamara luxury brand
- Produced and maintained shore excursion tour descriptions, all forms of media, contracts, guest communication, and online content
- Communicated tour content, pricing and tour program specifics with internal and external venues, sales team and C-Suite executives
- Provided branding support to internal and external parties regarding tour programs

Royal Caribbean - *Silverseas Merger Compliance Team*, Miami, FL July 2019 – Dec. 2019

- Reviewed Agency and Anti-bribery contracts for Silverseas Cruise Line acquisition and integration
- Reviewed and verified domestic and international government and non-governmental tariff submissions for accuracy and completion
- Communicated and developed relationships with agents globally to collect necessary invoices and tariffs

ADDITIONAL INFORMATION

Computer Skills: ZenDesk, SELL, Google Ad Manager, Canva, Final Cut Pro, Salesforce, JazzHR, WordPress

Languages: Limited working proficiency in Spanish, limited working proficiency in American Sign Language