

I BELIEVE IN FEARLESS
CURIOSITY IN THE PURSUIT OF
A DREAM TO BE A STORYTELLER
WHO INSPIRES CHANGE.

CONNECT

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EDUCATION

Miami University | May 2020
Oxford, OH
Bachelor of Arts Degrees

Strategic Communication

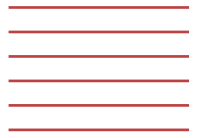
Professional Writing

GPA: 3.77

SKILL SETS

Storyteller
Adobe Suite User
Video Producer
Public Speaker
Collaborator
Published Writer
Conversational Spanish

SARAH R. BAUMGARTNER



Marketing Director

Downtown Realty | Bedford, NH

July 2021 - Present

- Managed the comprehensive rebranding of The Lefebvre Team to Downtown Realty.
- Developed a new brand identity through logo creation, scheduling photoshoots, planning launch events, and mass advertising our new brokerage on all digital and outbound communications.
- Create engaging media and design for our website, social media, newsletter and print materials.

Blue Zone Health | Nashua, NH

Sept 2021 - Present

- Facilitated the comprehensive rebranding of Nashua Family Chiropractic to Blue Zone Health.
- Produce high-quality videos which highlight events like The Fall Festival and the official launch party of Blue Zone Health.
- Manage all social media platforms and monthly newsletter design.

Media Developer

Two Guys Cigars | Salem, NH

Aug 2020 - July 2021

- Hosted and organized the second largest cigar podcast in the nation, increasing viewership by 51.4%.
- Reinforced the brand by designing catalogs for thousands of customers to drive online and in-store sales.

Marketing Coordinator

Zipko Sells Realtor | Oxford, OH

Sept 2019 - Mar 2020

- Produced videos for social media platforms, which individually gained more than 5,000 impressions.
- Designed visual marketing materials to highlight properties and branded materials to bolster the Zipko Sells brand.

Corporate Affairs Intern

Honda of America | Columbus, OH

June 2019 - Aug 2019

- Coordinated with corporate partners and executives in planning events like The Columbus Crew Acura Night.
- Advanced Marysville Auto Plant internal communications by acting as a corporate video reporter.
- Assisted in the organization of an informational Town Hall meeting for 4,700 auto plant associates.
- Led 40th Anniversary projects such as event planning, marketing material design and local advertising placement.

Marketing & Broadcast Intern

Miami University | Oxford, OH

Aug 2017 - Jan 2020

- Reported from the sideline of athletic events for live ESPN platforms.
- Edited and filmed promotional videos for ESPN platforms, social media channels and Miami athletic events.
- Conducted interviews with coaches and players for various social media channels and marketing materials.