

# Sarah Schuman

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## EDUCATION

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### UNIVERSITY OF MICHIGAN

*Bachelor of Arts in Communication Studies and Writing*

*May 2016*

- **GPA:** 3.58/4.00
- **Course Highlights:** Persuasion and Campaigns, Digital Culture, Media Processes and Effects, Principles of Economics 1, New Media Writing, Television Studies

### CHARLES UNIVERSITY IN PRAGUE

*Study Abroad*

*January 2015-May 2015*

## WORK EXPERIENCE

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### STARCOM MEDIAVEST GROUP

**Chicago, IL**

#### Programmatic Media Summer Intern

*June 2015-August 2015*

- Trained across various programmatic display/mobile/video platforms, such as DoubleClick Bid Manager and The Trade Desk.
- Trained across various social planning platforms, such as 4C, Business Manager, and Power Editor.
- Built and managed a strategic programmatic campaign for a client across social, video, and display.
- Analyzed report data to develop client facing insights and campaign recommendations.

### FOOD NETWORK MAGAZINE

**Chicago, IL**

#### Advertising Sales Summer Intern

*May 2014-August 2014*

- Pitched Food Network Magazine (FNM) to baking focused clients by creating a presentation centering on “Food Network” baking-focused personalities.
- Consolidated data of consumer responses to hundreds of FNM advertisements to present as Starch reports to clients.
- Planned a themed event coinciding with the July issue’s editorial content to help win the business of a potential agency client.

### GRUBHUB

**Ann Arbor, MI**

#### Campus Ambassador

*September 2014-December 2014*

- Drove thousands of entries into a branded giveaway by exciting and compelling students to become first-time customers.
- Identified and leveraged three student events to spread the word about GrubHub and collect prospective customer leads.

## LEADERSHIP EXPERIENCE

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### MICHIGAN ASSOCIATION OF COMMUNICATION STUDIES (MACS)

**Ann Arbor, MI**

#### Vice President External Relations and Peer Advisor

*September 2013- May 2016*

- Coordinate recruiting events and initiate and maintain communication with industry speakers.
- Host weekly office hours to advise Communications-interested undergraduates on internships, resumes, interviews, and the Communication Studies program.
- Planned and promoted forums and speakers aiding hundreds of students in networking and in learning more about the variety of careers in the field.

### UNIVERSITY OF MICHIGAN HILLEL

**Ann Arbor, MI**

#### Phonathon Campaign Caller

*September 2013-May 2016*

- Cold called parents and alumni with the goal of raising funds for Hillel’s many programs at the University of Michigan, personally raising over \$5,000 for the organization to date.

### ADDITIONAL SKILLS/INTERESTS

- **Skills:** DoubleClick, Real-Time Bidding, Demand Side Platforms, Display/Social Advertising
- **Interests:** Food and Wine, Yoga, Reading, Writing