

# Sarah R. Maher

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## EDUCATION

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**Temple University – Fox School of Business and Management** | Cumulative GPA: 3.75 Philadelphia, PA  
*Bachelor of Business Administration; Major: Management Information Systems, Marketing* May 2026  
**Honors:** University Honors Program, Fox Honors Program, Dean's List  
**Awards:** Cherry Leader of Year for Cherry Consulting, Member of the Month for TU-AMA, Dean's Scholarship

## PROFESSIONAL EXPERIENCE

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**Temple Honors Media Team** | *Social Media Manager* | Philadelphia, PA March 2023- Present

- Manage a team of five (coordinator, photographer, newswriters, podcaster) on the media team leading weekly check-in meetings.
- Post on all Temple Honors Socials on a weekly basis informing students, faculty and alumni on Temple Honors.
- Engage the community through posts promoting Honors Program activities by designing content using Canva and Adobe
- Increase engagement by establishing LinkedIn and Tiktok accounts integrating pop culture references.

**Fox College Council** | *Director of Operations* | Philadelphia, PA Dec 2023 - Present

- Manage internal operations of Fox College Council to ensure that all team members are on track
- Organize meetings for 35 of Fox's Student Organization Presidents, communicating and coordinating with guest speakers.
- Create plasma, social media graphics, and flyers for Fox College Council community service events and initiatives.

**Tierney Ad Agency** | *Extern* | Philadelphia, PA January 2023

- Attended meetings with seven company representatives from
- Collaborated with a team of five to create a strategy based case presentation on Five Below detailing specific initiatives to improve their brand identity and loyalty which was presented to company executives at the end of the program.
- Participated in hands-on workshops, for a week, enhancing my knowledge of the business practices in ad agencies.

## LEADERSHIP & PROFESSIONAL DEVELOPMENT

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**Fox Honors** | *Peer Advisor* | Philadelphia, PA June 2023 - Present

- Serve as a resource for students on registration, academics, and schedules within the Honors Program for the top 5% of Fox Students at Temple University
- Co-facilitate academic support workshops, provide individual peer advice, attend the Fox Honors freshman retreat, contribute to special projects, and welcome and assist students and faculty as they enter the Fox Honors Lounge

**Temple American Marketing Association** | *Case Team* | Philadelphia, PA August 2023 - Present

- Collaborate with a team of 15+ members to conduct extensive primary and secondary research addressing marketing challenges.
- Generate strategic and creative marketing materials to formulate a comprehensive IMC plan.
- Compete against 300+ collegiate chapters in an International competition.

**Temple American Marketing Association** | *Director of Internal Communications* | Philadelphia, PA May -Dec 2023

- Manage [TU-AMA's chapter website](#) with 300+ monthly site sessions, including editing pages, publishing blog posts, updating career and internship opportunities, and managing sponsors.
- Deliver weekly email newsletters to 300+ members, providing updates on events, meetings, and opportunities.

**Cherry Consulting** | *Creative Director* | Philadelphia, PA September 2022 – May 2023

- Delegated tasks to a team of 12 student consultants to support the creative needs of 5 client projects.
- Planned and lead weekly meetings to progress on fulfilling creative project requests from Clients such as logos, brand guidelines, newsletter headers, and final deliverable documents.

## PROJECTS

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**Vanguard Sponsored Case Competition** | *First Place Winner* | Philadelphia, PA November 2024

- Proposed data-driven strategies in my teams' "Vanguard: Our Investment in You" campaign, showcasing the Metaverse's potential for expanding its client reach, and secured victory against 10 teams in the presentation to Vanguard's marketing team.

**Dietz and Watson Sponsored Case Competition** | *First Place Winner* | Philadelphia, PA November 2023

- Secured first place among 10 teams by formulating a strategic case presentation on transforming Dietz and Watson into a lifestyle brand, detailing strategies, creating graphics, and delivering a compelling presentation to the Dietz and Watson team.

**Temple University Honors Program** | *Solo Exhibition* | Philadelphia, PA May 2023

- Planned an art show showcasing my photography collection titled *Ahl Aswan: Land of Gold* after Aswan, a city in Egypt. The show allowed me to share my culture with my peers through my photography.

## SKILLS

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**Languages:** English & Arabic

**Software:** Proficient in Excel, Tableau, Microsoft Suite, Adobe Premiere Pro, Lightroom, S'more, Expert in Canva