

# 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: 4+1 Cybersecurity & IT Audit Masters, Management Information Systems, Marketing* May 2026  
**Honors:** University Honors Program, Fox Honors Program, Dean's List  
**Awards:** IBIT Scholastic Scholarship, Cherry Leader of Year, Member of the Month for TU-AMA, Dean's Scholarship

## PROFESSIONAL EXPERIENCE

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**Chair of Photography Design** | *Association for Information Systems* | Philadelphia, PA May 2024 - Present

- Create over 5 custom graphics weekly using Canva and Adobe Lightroom for executive board needs, and design annual t-shirts.
- Capture and edit high-quality photos for all Temple AIS events and headshots ensuring consistency across platforms.
- Coordinate content distribution with the PR team, optimizing social media posting schedules.
- Mentor a general body member, offering guidance and support throughout the semester to foster personal and professional development.

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

- Direct a media team of five, leading weekly strategy meetings and aligning content with organizational goals.
- Develop and execute a content strategy, designing visuals using Canva and Adobe that boost community engagement.
- Expand social media presence by launching LinkedIn and TikTok accounts, integrating trends and creative graphics to promote events.

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

- Manage internal operations of Fox College Council, ensuring team members meet goals and deadlines.
- Facilitate monthly meetings for 35 Student Organization Presidents, presenting marketing and operations strategies to enhance their initiatives.
- Design plasma displays, social media graphics, and flyers to promote Fox College Council's community service events and initiatives.

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

- Engaged with top-level management and representatives from seven departments, gaining comprehensive insights into agency operations.
- Collaborated with a team to develop and present a strategy-focused case for Five Below, delivering recommendations to agency executives.
- Participated in week-long, hands-on workshops collaborating across practices, deepening my understanding of business practices of ad agencies.

## LEADERSHIP & PROFESSIONAL DEVELOPMENT

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**Information Technology Assistant** | *Temple MIS Department - Data Science Course* | Philadelphia, PA August 2024 - Present

- Educate and support 40+ students in using Tableau and Excel for data-driven projects, enhancing their analytical skills.
- Improve student experience by co-teaching classes and offering personalized one-on-one assistance.

**Peer Advisor** | *Fox Honors* | 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
- Co-facilitate academic support workshops, provide individual peer advice, and assist students and faculty as they enter the Fox Honors Lounge

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

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

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

- Manage [TU-AMA's chapter website](#) with 300+ monthly site sessions, including optimizing user experience, 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.

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

- Delegated tasks and managed workflow to support creative project deliverables for 5 clients, including, brand guidelines, and final documents.
- Planned and facilitated client meetings to track progress and ensure fulfillment of client requests.

## PROJECTS

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**Vanguard Sponsored Case Competition** | *First Place Winner* | Philadelphia, PA November 2023

- Developed data-driven strategies, creating the campaign, "Vanguard: Our Investment in You," leveraging the Metaverse. Secured first place among 10 teams by delivering a 15-page written document and powerpoint presentation to company and 100 conference attendees.

**Dietz and Watson Sponsored Case Competition** | *First Place Winner* | Philadelphia, PA November 2022

- 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 powerpoint 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.

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**Software:** Proficient in Excel, Tableau, Powerpoint, Adobe Premiere Pro, Javascript, Python, mySQL, Lightroom, S'more; Expert in Canva  
**Relevant Courses:** *Protection of Information Assets:* Apply COBIT and the NIST Frameworks to recognize & manage risks including logical, physical, administrative IT, business continuity, disaster recovery and contingency strategies, threat detection, incident response, SETA programs, and risk assessments.  
*Data Science:* hands-on experience solving problems using Tableau, making impactful and persuasive presentations by learning the key principles of data visually.  
*Intro to Risk:* Means of identification, evaluation, and treatment of risks, methods of treatment: insurance, risk retention, self-insurance, loss control.