

Sara Salavitabar

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EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA
Bachelor of Business Administration, Graduation: May 2021
Major: Management Information Systems | Minor: Digital Marketing
Overall GPA: 3.55

INFORMATION TECHNOLOGY SKILLS:

Data Analytics: Salesforce, Tableau, MySQL, SEO, Shopify
Web Development: HTML, CSS, WordPress, Adobe, UX design
Software Development: JavaScript, AWS
Certification: Google Ads Certification

ACTIVITIES:

- Director of Events, Association for Information Systems, Spring 2020 – Present
- Mentor, AIS Mentorship Program, Spring 2020 – Present
- Member, Temple Club Track, Spring 2018
- Member, Intermural Soccer League, Fall 2017 – Spring 2020
- Volunteer, Duckrey Public School, Fall 2019
- First Aid/CPR certified, Spring 2014

EXPERIENCE: Better Mrkt, Philadelphia, PA January 2021 – May 2021

Digital Marketing and SEO Intern

- Developing keyword lists and strategies to increase Google rankings, website traffic, and conversions
- Collaborating with Social media intern to create content on all social media channels, website optimization, and determine ROI of campaigns
- Weekly reporting using insights from Google Analytics, Amazon, and other tracking tools

Association for Information Systems, Fox School of Business Spring 2020 – Present

Director of Events

- Utilize marketing skills to conduct 9 social events throughout the course of 5 months with an average of 50 attendees
- Manage and lead a team virtually to create a vision and execution plan for AIS events that increase members interaction and engagement
- Conduct volunteer opportunities between members and local non-profit organizations

Institution for Business and Technology, Temple University Summer 2020

Digital Consultant

- Consulted and helped a local business, Language to Literacy, redesign website to improve sales and resolve problems after COVID-19 pandemic
- Implemented and created a social media/SEO strategy to increase online engagement
- Utilized different digital tools and resources like WordPress to implement website changes and enhancements

LANGUAGES:

- Farsi – writing and reading