

Sarah Handel

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EDUCATION

James Madison University (JMU), Harrisonburg, VA

May 2025

Bachelor of Arts in Media Arts & Design | Concentration: Creative Advertising

Honors College | Minor: Honors Interdisciplinary Studies

Cumulative GPA: 3.84

Imre-Crusse Scholarship Recipient (April 2024)

CREATIVE EXPERIENCES

University Recreation - JMU, Harrisonburg, VA

January 2024 - Present

Marketing Manager

- Lead and oversee 4 key areas within UREC, providing guidance and support to Marketing Assistants and clients while fostering a collaborative team environment.
- Orchestrate multi-channel promotional campaigns, including social media, digital/print signage, and tabling, ensuring consistent brand messaging across all platforms.

Graphic Design Specialist

- Conduct graphic design peer reviews, utilizing Click Up to streamline communication and track projects.
- Implement marketing strategies for major UREC events, including leading the Spring Hiring campaign, where print materials generated over 150 application link scans within the first few days.

Marketing Assistant

- Execute strategic marketing initiatives for two clients, utilizing Adobe Creative Suite and Canva to craft visually compelling materials and actively participate in biweekly team and client meetings.
- Directed and edited an Instagram Reel campaign, achieving 75,000+ views and boosting brand visibility.

Self-Employed and Volunteer, Various Locations

Freelance Photographer

March 2022- Present

- Adapt photography settings for varying conditions, resulting in high-quality images for clients in diverse environments while consistently meeting tight deadlines for shooting, editing, and delivering photos.

WHEELHOUSE Center for Health and Wellness, Remote

May 2024 - September 2024

Social Media Marketing Intern

- Performed daily social media engagement, including commenting and following accounts, to build and manage WHEELHOUSE's relationships, contributing to a growth of over 200 followers.
- Attended meetings with company leadership to develop creative marketing by pitching effective ideas.

LEADERSHIP AND CAMPUS INVOLVEMENT

First Year Orientation Guide, JMU Orientation, Harrisonburg, VA

April 2022 - May 2023

- Guided over 50 first-year students from their arrival on campus through their first year, fostering community and providing targeted support for a smooth transition to college.

Club Member, JMU Club Cross Country and Track & Field, Harrisonburg, VA

September 2021 - May 2024

SKILLS

Adobe Creative Suite (Photoshop, Illustrator, Lightroom, InDesign, Premiere Pro), WordPress, WIX, Trello, Click Up, Miro, Buffer, Microsoft Office, Social Media (Instagram, TikTok, and Facebook), Canva, Sublime Text