

SARAH DÉSIÉ

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EDUCATION

University of Florida, Warrington College of Business
Master of Science in Marketing

May 2023
Gainesville, FL

University of Florida, Warrington College of Business
Bachelor of Science in Business Administration, Management
Minor: Mass Communication Studies

December 2022
Gainesville, FL

WORK EXPERIENCE

Beats by Dre | Paragon One

October 2022 - December 2022

Branding Strategy & Business Analytics Extern

Remote

- Conducted market research on Gen-Z microtrends and consumer sentiment towards the Beats by Dre brand.
- Gathered quantitative and qualitative data through one-on-one interviews and surveys to evaluate the effectiveness of Beats by Dre and competitor advertisements.
- Presented research findings and recommendations to program executives on strategies for effectively targeting and connecting with Gen-Z consumers.

Publicis NY

June 2022 - August 2022

Project Management Intern, Café Bustelo

New York, NY

- Facilitated collaboration between departments by coordinating meetings for cross-functional teams and ensuring the timely delivery of campaign assets.
- Maintained effective communication within the organization by compiling daily meeting notes and updating internal teams on new feedback, revised deadlines, and action items.
- Utilized software programs such as Smartsheet and Jira to improve project management skills and optimize workflow oversight.

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June 2021 - July 2021

Digital Marketing Intern

Brooklyn, NY

Coffee shop start-up promoting women & minority-owned local businesses.

- Crafted owned-media strategy using Instagram audience analytics increasing following by 271 followers (+383%).
- Ideated and published creative content through Instagram Reels, Stories, & Posts with over 9k accounts reached.
- Designed social media graphics with Canva resulting in over 900 content interactions.

UNIVERSITY LEADERSHIP & INVOLVEMENT

The Agency at UF

August 2022 - Jan 2023

Strategist

Gainesville, FL

- Partnered with the internal communications team to develop a content strategy for the agency's social media presence on Instagram, Twitter, and TikTok.
- Collaborated with the internal research team to analyze weekly analytics and provide valuable insights on the effectiveness of the agency's social media efforts.
- Participated in various marketing workshops and trainings to continuously improve skills and stay up-to-date with industry trends and best practices.

UF ADVERTISING SOCIETY

May 2021 - June 2022

Assistant Director of Trips

Gainesville, FL

- Organized and coordinated seven advertising agency visits in Tampa and Orlando to connect members with industry professionals and valuable opportunities in the communications field.
- Contributed to the development and execution of meaningful events and discussions for students interested in advertising.
- Enhanced skills in branding and strategy through participation in workshops, development sessions, and learning from guest lecturers.

UF Club Creole

August 2019 - May 2021

Public Relations & Social Media Director

Gainesville, FL

Student association raising awareness of Haitian culture and related socio-political issues.

- Executed a comprehensive rebranding of all media platforms to align with current Gen-Z aesthetic and user-experience preferences, to effectively target and connect with the audience.
- Led a social media team of five in launching an interactive Instagram campaign, resulting in an 11% increase in content interaction.
- Collaborated with various student groups to organize community-supported activities, fundraising efforts, and promotional giveaways.

ADDITIONAL INFORMATION

Languages: English (Fluent), French (Limited Working Proficiency), Haitian Creole (Limited Working Proficiency)

Software Skills: Microsoft Office, Google Workspace, Smartsheet, Jira, Monday.com, Hootsuite

Certificates: Google Fundamentals of Digital Marketing, Hootsuite Social Media Certification