

SARAH PODELLA

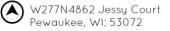
Advertising & Marketing Account Service



414 588 1707

Podellask04@uww.edu







Advertising professional with four years experience managing sports & entertainment marketing sponsorships, branding, and promotion operations. Worked on national campaigns with variety in brand personality.

Motivational management style with a record of building successful event staff teams. Established and networked nationally in sports and event marketing industry.

FEXPERIEN(E

- NFL Market Coordinator @ Marketing Werks CHICAGO, IL; JULY 2012 PRESENT
 - + Managed Verizon's NFL Mobile event market segment (Wisconsin) & sponsored events at Lambeau Field
 - + Interviewed, trained, and managed event staff
 - + Provided published NFL Mobile event photography & recaps
 - + Educated consumers & staff about Verizon technology
 - + Responsible for event site logistics
 - + Hosted sponsored player appearances
 - + Worked Verizon NFL Mobile private events at Super Bowl XLVII, XLVIII, XLIX, & 2015 Pro Bowl
 - **Verizon IndyCar Hospitality** @ Marketing Werks CHICAGO, IL; MAY 2014 PRESENT

Hosted Verizon enterprise technology showcases & promoted #WhosGonnaWin social media campaign at the Grand Prix of Indianapolis, Indianapolis 500, GoPro Grand Prix, and the Verizon IndyCar Awards

- MLB Promotion Manager @ Out Cold Marketing CHICAGO, IL; MAY 2013 - JAN 2014
 - + Managed Ram Trucks sponsored events at Miller Park.
 - + Interviewed, hired, trained, and managed event staff
 - + Conducted thousands of consumer lead surveys
 - + Booked mascot, dance team, player, and band appearances
 - + Provided event photography and recaps directly to client
 - + Responsible for event site logistics

+ HIGHLIGHTS

- + Brand development
- + Market research
- + Creative brainstorming
- + Branded event media
- + Client recap & presentation
- + Building event staff

EDU(ATION

- + **HSDG** @ Arrowhead Union High School Elective studies in French, Psychology, Marketing, & Digital Design
- + **BA** @ University of Wisconsin-Whitewater Major: Advertising; Minor: Business

