



# SARAH PODELLA

Advertising & Marketing Account Service



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## ⚡ SUMMARY

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.

## ⚡ EXPERIENCE

### **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

## ⚡ EDUCATION

+ **HSDG** @ Arrowhead Union High School  
Elective studies in French, Psychology, Marketing, & Digital Design

+ **BA** @ University of Wisconsin-Whitewater  
Major: Advertising; Minor: Business

## ⚡ TALENT

