



SARAH THAMAN

EVENT STRATEGIST

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There is a feeling at the end of every event of pure exhaustion mixed with pride and excitement. It is a feeling that I desire and am on a mission to achieve. I planned my first event when I was 11 years old, a baby shower for my dad's co-worker. Complete with baby blue pots and rubber ducks I had caught a bug. Today I strive to be a catalyst sparking connection through creative events and endeavors.

WORK EXPERIENCE

DEPAUL UNIVERSITY COLLEGE OF COMMUNICATION | EVENT PLANNER | FEB 2024 TO PRESENT

- Demonstrated proficiency in planning multiple events simultaneously, showcasing strong time management skills and a keen attention to detail, resulting in the successful achievement of deadlines.
- Implemented and maintained protocols for budget allocation, travel logistics, vendor relations, and documentation standards
- Managed RSVP lists, guest registrations, catering and attendee communications for multiple events

3RD COAST PR | PUBLIC RELATIONS INTERN | SEPT. 2022 TO JUNE 2023

- Monitored media for six clients in the business-to-business and consumer sectors
- Generated media lists for both national and local media outlets based on each client's targeted needs
- Composed monthly coverage trackers and bi-weekly reviews for clients like Lakeshore Learning, New Cosmos and Otterbox
- Pitched reporters and gained local coverage for in-store media events and product lines

THE HAUSER GROUP | PUBLIC RELATIONS INTERN | JUNE 2022 TO SEPT. 2022

- Drafted press releases, newsletters, coverage reports, external blogs, media lists and media alerts for clients across the non-profit, higher education, and transportation sectors gaining coverage across the United States
- Assisted with research projects and reporting using the latest industry software
- Participated in strategic brainstorming sessions for client counsel and campaign development for clients such as Western Governors University, St. Louis International Downtown Airport and Citizens for Modern Transit
- Conducted media follow-up calls to secure 15+ placements of client stories

PCC | 65TH ANNUAL GOLDEN TRUMPET AWARDS SPRINT INTERNSHIP | SEPT. 2023 TO NOV. 2023

- Created floor plans, programs, menus, presentations name tags and more
- Became proficient in problem-solving and crisis management
- Created and implemented a comprehensive event timelines and schedule to ensure all aspects of events were executed on time
- Coordinated logistics, such as venue timing, catering, transportation, accommodations, and audiovisual equipment

ALICE & WONDER | SALES REPRESENTATIVE | SEPT. 2021 TO PRESENT

- Drive consistent sales by interacting with customers using interpersonal communication and service
- Showcase new products by creating creative floor layouts that display merchandise using timely insights and industry trends
- Analyze brand's consumers and uncover insights surrounding their purchase decisions to drive sales

CORI! BURNS | BRAND STRATEGY INTERN | MARCH 2022 TO SEPT. 2022

- Drafted pitches and press releases and created content for all owned media channels
- Leveraged brand content to write applications for fashion shows and awards; increased brand awareness by 50% as a result

LEADERSHIP

PRESIDENT | DEPAUL PRSSA (2023 NATIONAL OUTSTANDING CHAPTER) | MAR. 2022 TO PRESENT

- Lead a team of seven executive board officers and 50+ members, promoting career-readiness and involvement
- Organize networking, industry panels, and chapter service events for both active members and chapter alumni
- Strategically plan chapter activity at the local, chapter, and national levels to incite success among members
- Helped to lead sponsorship and fundraising raising more than \$5000+

CONFERENCE DIRECTOR | PR ELEVATED AND PRESS PLAY | OCTOBER 2022 TO APRIL 2024

- Led a team of 25+ students, ensuring each contributed to the event and left with a portfolio piece
- Planned and produced a conference that brought together more than 250 students and professionals to DePaul's campus
- Facilitated corporate and personal fundraising efforts, raising over \$11,000 in sponsorship funds for the event
- Created an event theme and executed it through all social media promotions and day of activities.

VICE PRESIDENT OF MEMBERSHIP | ALPHA XI DELTA | DEC. 2021 TO JAN. 2023

- Increased membership by over 20% per academic term
- Produced recruitment schedules that incorporated social media posts, events and email blasts to communicate with potential new members

EDUCATION

DEPAUL UNIVERSITY, CHICAGO, IL (2020-JUNE 2024) | BA+MA PUBLIC RELATIONS & ADVERTISING

Minor in Entrepreneurship, Combined-Degree (4+1) Program

Involvement | DePaul PRSSA (Public Relations Student Society of America), Alpha Xi Delta, National Millennial Gen Z Community

SKILLS AND INTERESTS

- Microsoft Office (Word, Excel, PowerPoint, Teams, Excel)
- Adobe CC (Photoshop, InDesign, Illustrator)
- Website Maintenance (Wix, WordPress)
- Media Monitoring (Muck Rack, Cision)
- Leadership
- Event Planning
- Travel
- Entrepreneurship
- Yoga