

Sabria Freeman

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EDUCATION

University of Georgia

Athens, GA

Bachelor of Business Administration in Marketing; Music Business Certificate; New Media Certificate

May 2024

Awards and Honors: Zell Miller Scholarship (Full Tuition), INROADS Intern Scholar, Georgia Tech FOCUS Scholar, 2023-2024 EY Sponsored Terry Diversity Fellow

SKILLS

Digital Marketing | Data Analytics | Email Marketing | SMS Marketing | Microsoft Office Suite | HTML | CSS | WordPress | Canva | Adobe Analytics | Campaign Management | Social Media

RELEVANT EXPERIENCE

Communications and Marketing Intern

Remote

The College Board

June 2023 – May 2024

- Develops monthly SMS and Email campaigns reaching over 7 million students and parents to drive awareness to BigFuture Live
- Increased the Email CTR by 50%, Open Rates by 7.5%, and garnered a 7.3% boost in SMS engagement between 2023 and 2024.
- Completes weekly reporting on the Growth Marketing team's Student and Parent SMS and Email Campaigns through Atlassian's Confluence Pages

Marketing Analyst Intern

Remote

Pfizer, Inc

June 2022 – August 2022

- Facilitated weekly team meetings with the 45 members US HCP Comirnaty team by creating an agenda to ensure discussions stay on target with goals
- Met with 3 Pfizer brand team leads to discuss research from Hotjar to provide recommendations on a web domain transition, to create a user-friendly experience for healthcare professionals and consumers
- Scheduled and planned 20 Cisco WebEx interviews with a panel of 3 Pfizer employees for 10 cities across the United States by sending invites to panelists and interviewees

LEADERSHIP & CAMPUS INVOLVEMENT

Resident Assistant

Athens, GA

University of Georgia - University Housing

August 2021 – May 2024

- Maintained weekly interactions with 56 residents to increase community involvement and foster relationships
- Planned and executed 2 programs each month to support development and academic success
- Worked with a budget of \$185 each semester for programs and activities to engage residents
- Performed administrative duties including maintenance requests, incident reports, and room transfers

NMIXpert Tutor

Athens, GA

Grady College of Mass Communication

January 2024 – May 2024

- Provided one-on-one tutoring for students in Intro to Web Development, dedicating 6 hours weekly via Zoom over a 16-week semester.
- Assisted over 10 students in troubleshooting and solving web development problems, ensuring their understanding of key concepts with HTML and CSS

President

Athens, GA

Caribbean Student Association

August 2023 – May 2024

- Led and managed a team of 13 executive board members and 15 freshmen advisory board members
- Oversaw the planning and implementation of events such as Caribbean Night, increasing overall participation by 30%.
- Communicated with the university administration to obtain money and grants to help support our initiatives

INTERESTS

Entertainment industry, Shopping at Target, Fitness & Wellness, Reality TV