

## Sabria Freeman

[sabria.freeman@gmail.com](mailto:sabria.freeman@gmail.com) | (770) 833-6082 | [www.linkedin.com/in/sabriefreeman/](http://www.linkedin.com/in/sabriefreeman/) | [sabriafreeman.com](http://sabriafreeman.com)

### EDUCATION

**University of Georgia, Terry College of Business** Athens, GA  
*Bachelor of Business Administration in Marketing; Music Business Certificate; New Media Certificate* May 2024  
GPA: 3.4/4.0

### SKILLS

Digital Marketing | Email Marketing | SMS Marketing | Microsoft Office Suite | HTML | CSS | WordPress | Canva | Adobe Analytics | Campaign Management | Social Media Platforms | Slack | Google Suite | Collaboration | Multi-Tasking

### RELEVANT EXPERIENCE

**Communications and Marketing Intern** Remote  
*The College Board* June 2023 – May 2024

- Developed monthly SMS and Email campaigns reaching over 7M+ students and parents to drive awareness to BigFuture Live
- Increased email CTR by 50%, open rates by 7.5%, and boosted SMS engagement by 7.3% between 2023 and 2024
- Completed weekly reports on the Growth Marketing team's student and parent SMS and email campaigns via Atlassian Confluence Pages

**Marketing Analyst Intern** Remote  
*Pfizer, Inc* June 2022 – August 2022

- Facilitated weekly team meetings for the 45-member US HCP Comirnaty team, creating agendas to keep discussions aligned with goals
- Met with 3 Pfizer brand leads to discuss Hotjar research and recommend a web domain transition for better user experience.
- Planned 20 WebEx interviews across 10 U.S. cities, coordinating invites for a panel of 3 Pfizer employees 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 \$200 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 Intro to Web Development tutoring, 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

**Terry Diversity Fellows, funded by Ernst & Young LLP** Athens, GA  
*Terry College of Business* August 2023 – May 2024

- Mentored 1-5 business students from underrepresented groups, offering guidance on academics and career goals
- Promoted diversity and inclusion at Terry by organizing and participating in events, panels, and networking opportunities
- Supported the office of Undergraduate Student Services programming by attending 1-2 events each week

**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%
- Liaised with university administration to secure funding and grants to support organizational initiatives
- Developed innovative marketing strategies to enhance general body participation at events.

### AWARDS & HONORS

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

### INTERESTS

Entertainment industry, Shopping at Target, Fitness & Wellness, Reality TV, Herbal Tea, College Football