# Sabria Freeman

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## EDUCATION

**University of Georgia,** *Terry College of Business* — Athens, GA
*Bachelor of Business Administration in Marketing; Certificates: Music Business and New Media* — May 2024

## SKILLS

Event Operations | Digital Marketing | HTML/CSS | WordPress | Canva | Adobe Analytics | Slack | Email & SMS Campaigns | Communication | Public Speaking | Organization | Problem Solving | Adaptability | Microsoft Office | Guest Relations | Logistics

## RELEVANT EXPERIENCE

**Nothing Bundt Cakes** — Kennesaw, GA
*Brand Ambassador/Events & Marketing Lead* — August 2025 – Present
- Lead on-site execution of community events and brand activations for 4 Metro Atlanta locations, serving as primary external brand representative
- Execute weekly marketing plans aligned with corporate strategy; conduct outreach to 40+ local businesses weekly
- Manage event logistics, timelines, and real-time problem solving in fast-paced, guest-facing environments

*Joy Creator* — November 2024 – August 2025
- Delivered high-volume guest service and recognized as Employee of the Month within 2 months
- Generated $1,800+ in Children's Healthcare of Atlanta donations through product promotion and guest engagement

**Communications and Marketing Intern** — Remote
*The College Board* — June 2023 – May 2024
- Produced monthly digital SMS and Email campaigns for 7M+ students/parents, driving engagement for a key internal product
- Increased email Click-Thru-Rate by 50%, open rates by 7.5%, and SMS engagement by 7.3% by refining campaign storytelling
- Created weekly campaign performance reports for the Growth Marketing team using Atlassian Confluence Pages

**Marketing Analyst Intern** — Remote
*Pfizer, Inc* — June 2022 – August 2022
- Facilitated weekly meetings for a 45-member US HCP Comirnaty team, aligning agendas with key business objectives
- Shared user behavior insights with brand leads and collaborated on recommendations to improve the digital user experience
- Coordinated nationwide WebEx interviews, managing scheduling, communication, and logistics

## LEADERSHIP & ENGAGEMENT

**Resident Assistant** — Athens, GA
*University of Georgia - University Housing* — August 2021 – May 2024
- Supported 56 first-year residents through community-building, weekly check-ins, and inclusive programming.
- Designed and hosted 2 monthly events with a $200/semester budget to foster academic and personal development.

**Terry Diversity Fellows (funded by Ernst & Young LLP)** — Athens, GA
*University of Georgia - Terry College of Business* — August 2023 – May 2024
- Mentored 1-5 business students from underrepresented groups in academic, career, and identity development
- Organized and participated in 15+ events, including panel discussions and networking events to engage with the college's diverse student body

**President** — Athens, GA
*University of Georgia - Caribbean Student Association* — August 2023 – May 2024
- Led a 28-member executive board; wrote, produced, and marketed a cultural showcase attended by 100+ students
- Liaised with university administration to secure funding and grants to support organizational initiatives

## AWARDS & HONORS

Zell Miller Scholarship (Full Tuition), INROADS Intern Scholar, Georgia Tech FOCUS Scholar

## INTERESTS

Health & Wellness, Reality Television, College Football, Entertainment & Pop Culture, Music