

Sarah Elizabeth Ingle

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EDUCATION

Clemson University, Clemson, SC

Master of Science in Marketing (Expected Graduation: Aug. 2012)

Current GPA: 4.00/4.0

Bachelor of Science in Marketing (Graduated: May 2011)

Final GPA: 3.94/4.0

- Minor in Psychology
- Summa Cum Laude, Department Rank: #3
- Marketing Distinction Award

EXPERIENCE

Carolina Soma LLC, Greenville, SC

Marketing Director (June 2010-present)

- Collaborates with CEO to evolve the brand and create a unified platform message as a luxury fashion label
- Leads a team to conduct quantitative market research and qualitative profiling of luxury fashion consumers
- Manages all B2B sales ventures, negotiating with executives of high-end fashion boutiques

Tiger Paw Classic, Clemson, SC

Vice President of Technology (Spring 2011)

- Set up, managed, and troubleshot Netsuite CRM system and trained sales teams and managers in its use
- Created and maintained all web outlets, promotional materials, and master spreadsheet of all transactions

Sales Manager (Spring 2010)

- Managed a sales team to recruit businessmen as golfers and sell corporate sponsorships to businesses
- Trained salespeople in professional selling and guided them through the selling process on sales calls
- Supervised key accounts and proactively generated qualified leads for a team of salespeople

South Carolina Children's Theatre, Greenville, SC

Marketing Intern & Instructor Assistant (Summer 2010)

- Evaluated business imperatives and discussed findings with the executive director in weekly staff meetings
- Contacted over fifty local schools in Greenville County to identify advertising and promotional opportunities
- Assisted teachers with week-long drama classes and camps for children from ages 3 through 17

Runway Newswire, Los Angeles, CA

Marketing Intern (August 2009-February 2010)

- Assisted the CEO during both F/W and S/S seasons of Mercedes-Benz Fashion Week in NYC
- Official photographer for Fall/Winter 2010 Collections at Mercedes-Benz Fashion Week
- Updated and maintained all social media pages with current runway and behind-the-scenes footage

ITech Designs LLC, Greenville, SC

Founder & Web designer (January 2003-June 2006)

- Founded and launched company with the help of experienced businessmen
- Designed and maintained interactive websites and fully-functional online stores for clients
- Formed strategic alliance with The Worthwhile Company to create competitive advantage through synergy

SKILLS, ACTIVITIES, AND HONORS

- **Foreign Language** – Spanish (conversational)
- **Sales Certification** completed May 2010
- **Clemson Business Experience Graduate – Committee Member, & Chair Leader – 2008 to 2011**
- **Model** – International model featured in fashion shows, magazines, and book covers in nine countries
- **Proficiencies** – Adobe Photoshop, Dreamweaver, Microsoft Office Suite, Minitab, Netsuite, SPSS
- **Mensa Member** – 2002-Present