

# Sarah Noelle Bhalla

[www.navyandnoelle.com](http://www.navyandnoelle.com)

## LET'S BE FRIENDS



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## EDUCATION

### UNIVERSITY OF GEORGIA

Bachelor of Arts in Advertising with a  
Fashion Merchandising Minor  
Anticipated Completion May 2021

## CERTIFICATES

**Photoshop CC 2019 Essential  
Training; The Basics**  
LinkedIn / No Expiration

**InDesign CC 2019 Essential Training**  
Lynda / No Expiration

## SKILLS

- Adobe Creative Suite
- Google Analytics
- WordPress
- Social Media Analytics
- Microsoft Office Suite
- Content Creation
- Project Management

## VOLUNTEERING

### GIRL SCOUTS OF AMERICA

Spring 2018- Present

## REFERENCES

#### Kaitlin Otting

Manager at GirliGirl Boutique  
770.335.9507

#### Ashley Booher

Athens RAD Properties  
205.281.0890

## ABOUT ME

Advertising Major. Grady College of Journalism and Mass Communications. Member of Kappa Delta Sorority. Dean's List. AdClub Member. Member of the American Advertising Federation. Girl Scouts of America Volunteer. Prevent Child Abuse America Volunteer. Global Grady Study Abroad Ambassador. ADPR Connection Promotions Committee Member.

## WORK EXPERIENCE

### ADPR Connection Promotions Committee Member

Grady College of Journalism and Mass Communications / August-November 2019

- Creates strategies to promote the event digitally and on campus
- Collaborates with faculty to inform students about the event
- Delegates promotional tasks to the team
- Involved in procuring the largest engagement rate in the history of the UGA's ADPR Connection program

### Global Grady Study Abroad Ambassador

Grady College of Journalism and Mass Communications / April 2019-Present

- Creates written copy and cultivates images to post on the various social media platforms
- Represents the NYC Maymester program and encourages students to enrich their education through study abroad and Grady College

### Professional Cleaners- Store Associate

Professional Cleaners on Baxter / January 2019-Present

- Manages the circulation of over 1000 pieces of merchandise throughout a shift
- Provides excellent customer service and utilizes problem solving skills to manage each transaction
- Involved in the hiring and management process beginning in August 2019

### Booking Manager

The Tree Room/ May 2019-Present

- Organize client meetings and assist in the booking process
- Ensures client satisfaction by communicating in an efficient manner
- Advise potential clients on the use of the space while prioritizing their vision for the venue
- Compose and review contracts for new bookings
- Maintains vital relationships between various companies and vendors to ease the event planning process

### Senior Sales Associate/Social Media Manager

GirliGirl Boutique / November 2016 - July 2019

- Increased followers by 238% and reach by 234% in the span of 7 months
- Cultivated engaging campaigns and photography concepts to market the latest collection for the Fall 2018 Line
- Managed multiple social media pages and posted daily on each account
- Led a rebranding campaign that involved creating new merchandise and custom images
- Supervised a team of 18 micro-influencers and 12 employees through a span of 8 months