

# 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 and Sociology Minor  
Anticipated Completion May 2021

## CERTIFICATES

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

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

**Twitter Flight School**  
Twitter / January 2021

**Google Analytics**  
Google / October 2021

## SKILLS

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

## VOLUNTEERING

### GIRL SCOUTS OF AMERICA

Spring 2018- Present

### Prevent Child Abuse America

Fall 2018- Present

• COURSE CLESION

## 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 University of Georgia Chapter of the American Advertising Federation. Girl Scouts of America Volunteer. Prevent Child Abuse America Volunteer. Global Grady Study Abroad Intern. ADPR Connection Promotions Committee Member.

## WORK EXPERIENCE

### Senior Sales Associate/Social Media Manager

GirliGirl Boutique / November 2016 – Present

- Increased the number of followers by 40k 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

### Global Grady Social Media Intern

Grady College of Journalism and Mass Communications / April 2019-January 2020

- 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

### Toddle Tags and TD Impressions Intern

TDI & TCC LLC / June 2019 – December 2019

- Created the design and copy for the top selling piece of merchandise of the year
- Developed and executed a marketing plan that increased sales by 15% in the 3rd quarter
- Conducted market research and analyzed trends for the Spring 2020 season

### ADPR Connection Promotions Committee Member

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

- Created and executed various digital strategies to promote the event and procured one of the largest engagement rate in the history of UGA's ADPR Connection
- Collaborated with faculty to inform students about the event

### Professional Cleaners- Assistant Manager

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

- Maintains vital relationships between various companies and vendors to ease the event planning process
- Advise potential clients on the use of the space while prioritizing their vision for the venue
- Compose and review contracts for new bookings