

# SARA M. PEREIRA

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APT 501, 1013 SOUTH ALLEN STREET • STATE COLLEGE, PENNSYLVANIA 16801

## EDUCATION

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Fall 2005- May 2008  
University Park, PA

### The Pennsylvania State University

- B.A. Advertising
- B.A. International Politics

**ACHIEVEMENTS** Dean's List all semesters

**GPA** 3.91/4.00

## RELATED EXPERIENCE

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Fall 2007- Present  
University Park, PA

### AAF National Student Advertising Competition for AOL

- Created complete advertising campaign for AOL and AIM Brand

Fall 2006- Fall 2007  
State College, PA

### I am...Accessories, Founder and Campaign Manager in State College

- Created promotional campaign and 20+ promotional materials for the company's products and charities.
- Increased company sales in the state of Pennsylvania.
- Spokesperson and recruiter for the company in State College.
- Created benefit events for AIDS and Cancer research, where a total of \$1,000 was raised.

Summer 2007  
New York, NY

### Green Team USA, Assistant Account Executive & New Business

- Creator of the 'Awake Trends' weekly publication.
- Account team for Coca-Cola & Wal-mart 'Refresh, Renew, Recycle' campaign; & for Aveeno 'Active Naturals'; conducted research, hosted focus groups, created presentations, designed part of the final presentation layout, and webmaster of the final websites.
- Created competitive analysis reports for 13 different industries and their competitors, with a focus on their corporate social responsibility practices.

Summer-Fall 2007  
University Park, PA

### Learfield: Penn State Sports Properties, Student Leader in Marketing

- Coordinated corporate sponsor events and catered to over 400 sponsors.
- Tracked impressions and frequencies of sponsors' advertisements in game time and real time.
- Interacted directly with clients and created plans for reporting advertising return on investments.

Summer 2006  
Tokyo, Japan

### Embassy Of Spain in Japan, Minister of Foreign Affairs Assistant

- Composed economic summaries for the Spanish Ministry of Finance, and created a cultural program to promote Spanish culture in Japan.
- Planned the Spanish Parliamentary visit to Japan including locations, and meetings with parliament members.
- Visited the Japanese Ministry and Parliament with the Minister Chancellor to discuss Spanish-Japanese relations.

Summer 2006  
Lisbon, Portugal

### "V Encontro Mundial de Luso-Descendentes" (V Global Meeting of Luso-descendants)

- Elected Representative of the Portuguese community in Japan and reported to the Portuguese President and members of parliament regarding the country's influence in Japan.
- Built a diplomatic platform with proposals for Portuguese culture and language expansion overseas.

Spring 2006  
University Park, PA

### Pearson Prentice Hall Website Project

- Re-designed website layout and content to become more user friendly for students.

## HONORS/ ACTIVITIES

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Fall 2007

**2008 Most Promising Minority Student Award**– Presented by American Advertising Federation

Fall 2007- Present

**American Advertising Federation Member**

Spring 2006- Present

**National Society of Collegiate Scholars Member**

Fall 2006- Present

**The Pennsylvania State Advertising Club**

- Event Planning Committee

Fall 2005- Present

**The Pennsylvania State Ballroom Dance Club**

- Designed club's seasonal promotional posters and t-shirts.

Summer 2004

**Youth Leadership Award** – Presented by Congressional Youth Leadership Council

## VOLUNTEER

Fall 2006 - Present

**Ballroom Dance Teaching Assistant**

Fall 2006

**Welcome Week Leader for Incoming Freshmen**

Fall 2006

**Operation Salute to Honor US Troops**

## SKILLS

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### LANGUAGES

Portuguese (Native,) English (Fluent,) Spanish (Fluent,) French (Seven Years.)

### COMPUTER

Photoshop, In Design, Simmons Data, Minitab, Excel, PowerPoint, Microsoft Front Page, Word