

# Juliet Sage

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## EDUCATION

### Northwestern University

*Bachelor of Science in Learning and Organizational Change*

Evanston, IL

September, 2016 – June, 2020

- ◆ Business Institutions minor, Integrated Marketing Communications certificate, and Leadership certificate
- ◆ magna cum laude | 3.89

## RELEVANT WORK EXPERIENCE

### Wade & Wendy

*Growth & Marketing Intern*

New York, NY

June, 2020 – Present

- ◆ Built marketing strategy in collaboration with CEO and Head of Sales
- ◆ Executed brand book, sales materials, content calendar, site, and product marketing blueprint based on industry best practices
- ◆ Planned and implemented promotional strategy for two virtual conference

### Octomedia

*Sales Intern*

Sydney, Australia

January, 2020 – March, 2020

- ◆ Fortified Inside Franchise Business database to spread industry news to over 500 new franchisors
- ◆ Prospected over 300 new advertisers for Inside Retail, resulting in over \$50,000 of new sales pipeline
- ◆ Aided in the organization and execution of Retail Week 2020

### PepsiCo

*Marketing Intern*

Chicago, IL

June, 2019 – August, 2019

- ◆ Created a Limited Time Offer Strategy for Quaker Chewy encompassing four product pitches and an innovation framework
- ◆ Briefed packaging agency to develop effective packaging and conducted a size of prize analysis for said product
- ◆ Analyzed and synthesized historical and competitive POS data through IRI

### 3Points Communications

*PR Intern*

Chicago, IL

April, 2019 – June, 2019

- ◆ Developed and issued media pitches for 6 financial technology start-ups to generate four media placements
- ◆ Tracked and measured success of media placements through Google analytics, Sprout Social, and CoverageBook
- ◆ Generated a quantitative and qualitative social media competitive landscape analysis of 30 financial technology companies

### Geometry Global

*Strategy Intern*

Chicago, IL

June, 2018 – August, 2018

- ◆ Contributed to strategy, research, and insight on Coca Cola, General Mills, Mondelēz, Jim Beam, and Smartwater accounts
- ◆ Built retail navigators for internal use, explaining all shopper marketing specifications
- ◆ Developed Diet Coke flavors relaunch campaign in collaboration with fellow interns

## EXTRACURRICULAR ACTIVITIES & LEADERSHIP

### Mark

*Executive Director*

Evanston, IL

December, 2018 – December, 2019

*Executive Strategy Director*

September, 2016 – December, 2018

Pro bono student marketing agency that strategizes and executes marketing campaigns for Evanston businesses, Northwestern organizations, and student start-ups

- ◆ Organized meetings and delivered Mark's quarterly results to Northwestern's Institute for Student Business Education
- ◆ Redesigned logos and visual branding materials for on and off campus businesses, such as Viet Nom Nom and BrewBike
- ◆ Strategized social media campaigns for clients, including United Airlines and Divvy Bike, to grow brand awareness
- ◆ Supervised client teams and ensured all deliverables were met

### Delta Sigma Pi

*VP Marketing and Alumni Relations*

Evanston, IL

September 2016, – December, 2019

National business fraternity committed to professional development and the study of business through theory and practice

- ◆ Planned, hosted, and publicized professional, service, and fundraising events
- ◆ Created all marketing visuals and promotional copy; Designed all apparel
- ◆ Partnered with the Senior Vice President of Recruitment to strategize and execute targeted recruitment strategies

### STITCH

*Brand Manager and Corporate Team Member*

Evanston, IL

September, 2016 – June, 2019

Northwestern's student fashion publication

- ◆ Coordinated social media presence across platforms using Google, Facebook, and Squarespace analytics
- ◆ Forecasted popular fashion trends through market research to feature in articles and online posts

### UNITY Charity Fashion Show

*Vice President and Fundraising Head*

Evanston, IL

September, 2016 – June, 2019

Charity fashion show co-sponsored by local businesses and student designers that celebrates fashion, diversity, and philanthropy

- ◆ Organized an annual 501(c)(3) charity fashion show taking place in Chicago each spring attended by 500 guests
- ◆ Arranged fundraising and promotional events to raise over \$10,000 for Social Works each year

## SKILLS, ACTIVITIES & INTERESTS

**Languages:** Conversational Proficiency in French, Hebrew

**Computer Skills:** Microsoft Office, G Suite, Adobe Creative Cloud, IRI Unify, SPSS, Simmons, Google & Facebook Analytics

**Activities:** Spoon University Member, Habitat for Humanity Volunteer, High School Varsity Softball Team Captain

**Interests:** Dog Enthusiast, Wannabe Sommelier, Passport Stamp Collector, and Lover of All Things Brunch