

# SARAH REILLY

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## Education

*Temple University, Philadelphia PA* || Bachelor of Arts in Public Relations

## Experience

**WaterWipes, Remote** - March 2023- Present || *Associate Brand Manager*

- Manage and optimize CRM processes, providing valuable insights to enhance consumer outreach, boost engagement, and drive business growth.
- Oversee purchase and sample orders in SAP, ensuring accuracy and timely fulfillment. Collaborate with the warehouse and orders teams to resolve stock issues and train team members on SAP processes.
- Lead the planning and execution of consumer and medical events, coordinating with vendors, managing inventory and assets, and ensuring consistent, impactful brand messaging. Serve as an on-site brand ambassador with my team, effectively representing WaterWipes to the public.
- Execute the North American sampling plan by submitting orders, updating forecasts, and collaborating with sampling partners to increase brand awareness and drive trial.

**Borion USA, Newtown Square, PA**- November 2021- Feb 2023 || *Product Marketing Assistant*

- Developed sales-driving strategies with product managers, including promotions, sampling, presentations, and advertising across traditional and digital channels.
- Collaborated with digital marketing, PR, and sales teams to execute social media campaigns, influencer communications, and create promotional materials for various retailers.
- Managed merchandise inventory, conduct competitive research, and oversee projects from planning to execution using Adobe Workfront.

**Cirillo Cosmetic Dermatology Spa, Bryn Mawr, PA**- January 2021- October 2021 || *Marketing & Client Service*

- Maintained client files with medical records, signed waivers, staff & physician notes, and other information.
- Produced creative social media content for promotional advertisements and marketing to increase engagement, growth and sales.
- Handled complaints both in person and online, provided appropriate solutions and alternatives, and followed up to achieve resolution.

**Ceisler Media & Issue Advocacy, Philadelphia, PA** - January 2020- May 2020 || *Public Relations Intern*

- Created an editorial calendar for one of the largest broadcasting and cable companies in the world.
- Offered administrative support to senior team members, assisting with media lists, client research, social media monitoring, and content creation for social media and blogs.

**JEVS Human Service, Philadelphia, PA** - August 2019- December 2019 || *Marketing Communications Intern*

- Developed content for social media, websites, and email campaigns, including interview blog posts, press pieces, and event presentations, while actively participating in marketing and public affairs team meetings.

## Skills

- Microsoft Office
- SAP
- IBP Sample Forecasting
- Cision
- Canva
- AP Stylebook
- Adobe Workfront
- JD Edwards
- WordPress