

# SARAH-KATE STONE

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## EDUCATION

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**University of Texas at Austin**, McCombs School of Business May 2023  
*Master of Science, Marketing*

**Eckerd College** May 2019

Bachelor of Arts, Communication, Spanish – Minors in Marketing, Film Studies

- Study abroad experiences in Northern Ireland and Argentina
- Sigma Delta Pi member

## EXPERIENCE

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**Sinclair Broadcasting Group**– *Digital Sales Coordinator*, Austin, TX Aug. 2023 – Present

- Coordinates internal and external teams to ensure the fulfillment of online advertising campaigns
- Increased sales efficiencies by coordinating ad processes, organizing creative and credit issues, managing client accounts, and assisting in a number of various sales processes as necessary
- Responsible for campaign reporting, analysis, and business recaps

**Breakthrough Central Texas - Recruitment and Volunteer Coordinator**, Austin, TX Sept. 2021 – Aug. 2022

- Supervised team tasked with recruiting for summer internship opportunity
- Assisted with full recruitment cycle for over 150 new hires
- Managed retention of volunteers with recognition events and support to ensure a high-quality experience
- Analyzed Salesforce metrics, developed and implemented shifts as identified
- Social Media Ambassador: developed multiple campaigns to create new social media content for internal, local and national use

**Breakthrough Central Texas** – *Strategic Planning Student Advisor*, Austin, TX Sept. 2020 – Aug. 2021

- Coordinated first generation college hopeful students, their school staff, and school district services to harden their pathway to college
- Managed CRM initiatives to optimize channel strategy and processes
- Developed and executed SMS campaigns and reported effectiveness. Improved processes, and efficiency based on data

**Royal Caribbean** – *Account Executive Product Development*, Miami, FL Jan. 2020 – April 2020

- Organized international shore excursions and tour programs that reflected the Azamara luxury brand
- Produced and maintained shore excursion tour descriptions, all forms of media, contracts, guest communication, and online content
- Communicated tour content, pricing and tour program specifics with internal and external venues, sales team and C-Suite executives
- Provided branding support to internal and external parties regarding tour programs

**Royal Caribbean - Silverseas Merger Compliance Team**, Miami, FL July 2019 – Dec. 2019

- Reviewed Agency and Anti-bribery contracts for Silverseas Cruise Line acquisition and integration
- Reviewed and verified domestic and international government and non-governmental tariff submissions for accuracy and completion
- Communicated and developed relationships with agents globally to collect necessary invoices and tariffs

## ADDITIONAL INFORMATION

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**Computer Skills:** SELL, Google Ad Manager, Canva, Final Cut Pro, Salesforce, JazzHR, WordPress

**Languages:** Limited working proficiency in Spanish, limited working proficiency in American Sign Language