SARAH NICOLE CAMPBELL

(405)388-9767 | sarahnicolecampbell@publicist.com

To Whom It May Concern,

I am interested in working Events/Projects in Oklahoma. I have 11 years of experience in the Events/Experiential Marketing/Merchandising Industry. I have worked in a wide variety of roles including Management, Event Staff Recruiting, IT Recruiting, Hospitality Recruiting, Creative/Design/Web Development Recruiting, Vendor Recruiting, & Market Research Participant Recruiting.

I started out as a Brand Ambassador doing Promotional Modeling Jobs while attending The University of Oklahoma 2004. I got my B.A. in Public Relations. I am a Certified Event & Meeting Planning Professional as well as Certified Virtual Assistant. I have 3 Certifications through The American Marketing Association, through Event Leadership Institute listed on my CV.

I have a strong background in Product demonstrations, sampling, lead generation, surveyor, merchandising, Field Managing, Recruiting, Publishing, PR, Journalism, Social Media Marketing, Affiliate Marketing, Account Management, Administration, Business Development, Team Management, Sales/Promotions Training, Regional Management (Large geographic area in Oklahoma from Norman OKC Metro Area to Tulsa Owasso Bartlesville Area), Focus Group Coordinating/Management, Community Outreach, Communication, Media Relations, Public Relations, Art Exhibits, Gallery Curation, Artist & Talent Publicist, Arts & Entertainment Journalist, Brand Reviews Writer, Press Releases, Talent/Entertainers/Band Interviews, Vendor Critic, Marketing, Digital Marketing, Social Media Marketing/Management, Online Event Promotions/Registration/Ticket Sales, Media Advertising Space Sales, Creative Content Creation-Writing, Polls/Surveys, Graphics, Video, Lookbooks, Banner Ads, & Visual Displays/Expo Booths/ Event Layout/Photography Set Design/Staging/Styling.

I enjoy taking on new roles, projects, widening my experience & skills. I truly enjoy the work, I am highly organized, personable, & driven. I want to continue working in this industry & I am open to all types of events, roles, or positions you have available at this time.

I have attached my Resume/CV for review.

Thank you for your time. I look forward to hearing from you. Have a great day!

Sarah Nicole Campbell



SARAH NICOLE CAMPBELL

Experiential Marketing Specialist

Norman, OK 73072

sarahnicolecampbell@publicist.com

4053889767

I am interested in working Events/Projects in Oklahoma. I have 11 years of experience in the Events/Experiential Marketing/Merchandising Industry. I have worked in a wide variety of roles including Management, Event Staff Recruiting, IT Recruiting, Hospitality Recruiting, Creative/Design/Web Development Recruiting, Vendor Recruiting, & Market Research Participant Recruiting.

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I enjoy taking on new roles, projects, widening my experience & skills. I truly enjoy the work, I am highly organized, personable, & driven. I want to continue working in this industry & I am open to all types of events, roles, or positions you have available at this time.

Authorized to work in the US for any employer

WORK EXPERIENCE

Event Specialist/Brand Ambassador/Journalist/Virtual Assistant

Enchanted Talent & Event Staffing

June 2013 to Present

Managing regional area campaigns/events

- Event & Field staff recruiting
- Market Researcher/Mystery Shopper Coordinating
- Field-In Store audits/merchandising & pricing

- Merchandise/Product Display Design & Staging
- Daily, weekly, & monthly reporting & overview analysis
- Freelance Field Inspections (photos/surveys/videos/focus groups)
- Event Marketing/Engagement Specialist/Product Demonstrations/Product Testing/Product
- Digital Management Certification-PCM
- Certified Convention Manager
- Certified Conference Coordinator & Manger
- Certified Banquet Event Specialist
- Certified Event Coordinating Professional
- Certified Festival & Fair Event Professional
- Certified Event Management Professional
- Certified Meeting & Events Planner
- Google Analytics Certification
- · Certified Fundraising Professional
- · Professional Certified Marketer
- Content Marketing Certification
- Certified Microsoft Office Specialist
- · Permits & Licenses
- Food Handlers Permit
- Special Events Permit- (Norman, OK)
- Ordained Minister (Wedding Officiant)

Mobile #: (405)388-9767

sarahnicolecampbell@publicist.com

- My Links
- https://www.about.me/sarahnicolecampbell
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- https://www.sarahnicolecampbell.crevado.com
- https://www.linkedin.com/in/sarah-nicole-campbell-2472a770
- https://www.instagram.com/sarahnicolecampbell
- https://www.twitter.com/Sarahncampbell
- https://www.industry.co/sarah151313700
- https://www.workhoppers.com/en/workhopper/67157/
 Sarah
- https://www.clippings.me/sarahnicolecampbell
- https://www.pushmodels.com/promotionalmodel/Okla homaCity-PromoGirl-pKGqp5yq
- https://www.velvetjobs.com/profile/sarahnicolecampbe
- https://www.workana.com/freelancer/9875bd335e957 dea4fb54cba4953073f
- https://www.freelanced.com/sarahnicolecampbell
- https://m.freelancer.com/u/ShineTalent
- https://harri.com/sarahnicolecampbell
- Scheduling Link:

https://www.calendly.com/sarahnicolecampbell

EDUCATION

B.A. in Public Relations

University of Oklahoma 2003 to 2007

A.A. in Public Relations

Oklahoma City Community College 2002 to 2004

SKILLS

- Customer Service (8 years)
- Microsoft Office (10+ years)
- Marketing (9 years)
- Data Entry (6 years)
- · Transcription (6 years)
- Social Media Management (7 years)
- Social Media Marketing (8 years)
- · Public Relations (8 years)
- Brand Management (6 years)
- · Merchandising (6 years)
- Typing (8 years)
- Account Management (7 years)
- Product Demos (10+ years)
- Engagement Marketing (9 years)
- · Lead Generation (8 years)
- Trade Shows (10+ years)
- Event Marketing (10+ years)
- Event Planning (10+ years)
- Event Marketing (10+ years)
- Event Management (10+ years)
- Travel Arrangements (8 years)
- Travel Coordination (8 years)
- Adobe InDesign (6 years)
- Adobe Creative Suite (7 years)
- Adobe Photoshop (8 years)
- · Client Relations (6 years)
- Account Management (8 years)
- Business Development (7 years)
- Recruiting (7 years)
- Marketing Communications (6 years)
- · Affiliate Marketing (5 years)
- Interviewing (4 years)
- · Market Research (5 years)
- Planograms (5 years)

- Research (8 years)
- · Research & Development (5 years)
- Publishing (6 years)
- Publisher (5 years)
- · Editing (6 years)
- Editor (5 years)
- Sales Experience (8 years)
- · Operations Management (5 years)
- Focus Groups (5 years)
- Analysis Skills (5 years)
- · Journalism (7 years)
- Media Relations (6 years)
- Advertising (7 years)
- Digital Marketing (8 years)
- Digital Art (6 years)
- Administrative Experience (10+ years)
- · Office Management (9 years)
- Business Management (6 years)
- · Vendor Management (6 years)
- · Exhibits (5 years)
- Experiential Marketing (10+ years)
- Logo Design (6 years)
- · Logistics (6 years)
- QuickBooks (6 years)
- · Bookkeeping (8 years)
- · Project Management (7 years)
- Budgeting (7 years)
- · Communications (8 years)
- Client Relationship Management (7 years)
- · User Research (6 years)
- Regional Management (6 years)
- Virtual Assistant (5 years)
- Evaluations (6 years)
- Blogging
- · Computer Networking
- Google Analytics
- Search Engine Optimization (SEO)
- WordPress

LINKS

http://otscly.com/Op3PY

https://alumnius.net/profile-5a8209a97f8b9ab401c0619e

https://angel.co/sarahnicolecampbell

https://calendly.com/sarahnicolecampbell

https://desygner.com/profile/1548336593352263117

 $\underline{\text{https://fairygodboss.com/users/profile/SarahNicoleCampbell}}$

https://goodreads.com/sarahnicolecampbell

https://harri.com/sarahnicolecampbell

https://linktr.ee/SarahNicoleCampbell

https://m.me/SarahNicoleCampbell

https://many.link/sarahnicolecampbell

https://muckrack.com/sarah-nicole-campbell/bio

https://www.about.me/sarahnicolecampbell

https://www.br.freelancer.com/u/shinetalent

https://www.chaino.com/sarah.nicole.campbell

https://www.facebook.com/sarahnicolecampbell

https://www.fiverr.com/sarahcampbell84

https://www.freelanced.com/sarahnicolecampbell

https://www.github.com/sarahnicolecampbell

https://www.holonis.com/sarahnicolecampbell

https://www.honeybook.com/profile/sarah-nicole-campbell-2/shine-creative-talent-norman-ok

https://www.hosco.com/en/member/sarah-nicole-campbell

https://www.industry.co/sarah151313700

https://www.instagram.com/sarahnicolecampbell

https://www.linkedin.com/in/sarah-nicole-campbell-2472a770

https://www.pushmodels.com/promotionalmodel/OklahomaCity-PromoGirl-pKGqp5yg

https://www.sarahnicolecampbell.blogspot.com

https://www.sarahnicolecampbell.crevado.com

https://www.showaround.com/locals/9939875

https://www.truelancer.com/freelancer/tluser585553

https://www.twitter.com/sarahncampbell

https://www.velvetjobs.com/sarahnicolecampbell

https://www.workana.com/freelancer/9875bd335e957dea4fb54cba4953073f

https://www.workhoppers.com/en/workhopper/67157/Sarah

AWARDS

Oklahoma Brand Ambassador of The Year

May 2015

CERTIFICATIONS AND LICENSES

Certified Meetings & Event Planning Professional

Present

Project Management Professional (PMP)

Present

MSPA Mystery Shopping Certifications

Present

Certified Virtual Assistant

Present

Certified Bridal Consultant

Present

Food Handler

Driver's License

Oklahoma State Driver's License

Certified Fundraising Professional

Present

Administrative Assistant

Yoga Instructor

Present

Public Notary

Present

Microsoft Certified Professional (MCP)

Present

ASSESSMENTS

November 2019

Responding to customer situations with sensitivity.

Full results: Highly Proficient

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.

GROUPS

Public Relations Society Association of America- Oklahoma Chapter

Present

American Marketing Association

Present

Country Music Singer's Association of Oklahoma

Present

International Association of Women in Business

Present

Oklahoma Media Alliance

Present

Oklahoma Press Association

Present

Oklahoma Broadcaster's Association

Present

Oklahoma City Advertising Club

Present

Oklahoma Tourism Ambassador Network

Present

International Association for Freelance Journalist

Present

ADDITIONAL INFORMATION

Extra Training & Certifications/Permits:

I am a Certified Experiential Marketing Specialist, Certified Meeting & Event Planning Professional, Food Handlers Permit, My Bartending License, TIPS, MSAP & My Special Events Permit with OKC/Norman as well as a total of 23 other related

Certifications/Training courses I have done over the course of my career.

Training/Education Subjects:

Events/Banquets//Planning/Marketing/Branding/PR/Advertising/Market Research/Mystery Shopping/Merchandising/Exhibit & Display Design/Staging/Digital Marketing/Event Design/Productions/Talent Scouting & Booking Agent/Event Staff Recruiting/Vendor Management/Fundraising/Business Management/Virtual Assisting/Softwares/Live Music Production/Art Gallery Receptions/Non-profit organizations/Graphic Design/Weddings/Organizing/Print Publication Operation & Distribution/Banquet Table Arrangement & Dining Arrangement/Catering

Food Handlers Permit
TIPS
MSPA
CWP
I have Certificate of Completion for CRM, ATS, HRIS, SEO Project Management, Scheduling/Time Tracking/Reporting, Team/Field Management & Communication Software Program Training Courses.

Mobile #: (405)388-9767 sarahnicolecampbell@publicist.com



Current Freelancing - Business Work

06/2013-Current Enchanted Events of Oklahoma (Enchanted Talent & Event Staffing)

Event Specialist/Brand Ambassador/Journalist/Virtual Assistant

- Managing regional area campaigns/events
- Event & Field staff recruiting
- Market Researcher/Mystery Shopper Coordinating
- Field-In Store audits/merchandising & pricing
- Merchandise/Product Display Design & Staging
- Daily, weekly, & monthly reporting & overview analysis
- Freelance Field Inspections (photos/surveys/videos/focus groups)
- Event Marketing/Engagement Specialist/Product Demonstrations/Product Testing/Product Reviews
- Journalism/Blogging/Campaign & Creative Writing/Press Releases
- Account Executive-Sales/Customer Representative
- Event Coordinating, Event Design/Staging, Event Production/Directing
- Promotional Model / Street Team Member
- Regional Field Representing Regional Field Management

02/2017-Current Bartlesville Kid's Directory

Owner-Operator/Journalist/Publisher

- Magazine Director/Account Manager/Ad Sales
- Journalist/Writer/Content Management
- Graphic Design/Editing/Copywriting/Proofreading

11/2014- Current Shine Creative Agency

Entrepreneur / Designer / SEO / Blogger / Performing Arts Artist

- T-shirt Art Online Store
- Journalist/Writer/Content Creator / multiple niche blogs
- Voiceover Talent Film Crew Member Movie Extra Actress
- Talent Scout / Agent
- Creative Styling, Staging, & Designing services

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Corporate Work History & Experience:

02/11-03/13 Quail Creek Country Club- Oklahoma City, OK

Special Events Coordinator/Banquet Manager

- Organized, designed, & managed all types of events from weddings to fundraisers
- Created menus, event pricing, & implemented my own ideas for event games, entertainment, & event staging layout
- Graphic design-Created daily event signs, power point slides, flyers, & promotional material for vendor shows
- Assisted the Special Events Director on all clerical, organizational, & creative work.

01/11/2007-03/22/2013 JMA Energy Company-Oklahoma City, OK

Executive Assistant/Engineering Technician

- Conference & event organizer / Special projects manager
- Spread sheets, data entry, accounts receivable/payable logging
- Assisted the Land, Geology, Accounting, Engineering, & the Owner
- Engineer Technician-Daily Oil reports & drilling reports
- Oil Well Drilling Technician/well planner- Map/Schematics
- Assisted with public relations & recruiting

10/29/2006-01/03/2007 Ackerman McQueen Advertising-Oklahoma City, OK

Chairman's Executive Assistant

- Reviewed resumes & recruited employees
- Coordinated & planned events
- Planned corporate Christmas party & gifts
- Organized calendars, documents, & contracts
- Expense reports and travel arrangements
- United Way campaign leader & public speaker at meetings
- Daily clerical & organizational duties

08/18/2002-10/17/2006 Trinity Resources-Norman, OK

Owner's Executive Assistant

- Daily accounting, data entry, & travel arrangements
- Filed mineral rights/titles through the court/notarized documents
- Planning/assessment, research & surveying
- Daily oil well reports & drilling reports
- Charity/fundraiser- event organizer
- Payroll & company newsletter

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☐ **Freelance Work History** (Listed: only a few of my major Projects / Events / Campaigns . I can provide a more detailed & in depth overview of my portfolio, if needed)

Events / Campaigns/ Tours;

Kevin Durant Nike N7 promotional scavenger hunt MKTG Promo Co. production {on the local news}

Dove products promotion Sauvé product promotion

Gillette product demonstration promotion

L'Oréal product promotion

PEOPLE LIVE Makeover Event/Tour [people magazine]

Entertainment- Event Marketing Events: {Organized managed event, recruited event staff, & promoted }
Clear Static Concert -Diamond Ballroom
Eamily Force Five Concert -OU student Union

Family Force Five Concert -OU student Union Shiny Toy Guns Concert at Diamond Ballroom Grind House Movie Promotions Pre-Release Clinique make up in store promotional event

Special Events: [Customer reviews available]

{Wedding Planner/Coordinator/Consultant/Producer-manager}

Children's Birthday Parties

Scavenger Hunts

Baby Showers/Wedding Showers/ Bachelorette Parties

Book Clubs

Brand Activations

Fashion Shows

Engagement Parties/Anniversary Parties

Grand Openings (New businesses)/Launch Events

Graduation Parties

Fundraisers/Galas

Memorials- Celebration of Life Events for loved

Corporate Events:

Ackerman McQueen- Christmas party

L-3 Communications-Company event (casino night)

Sooner Dialysis- Christmas party

Health Fair Events:

Provant Health- Health Insurance Events
Yoga & Health Expos-Instructor/promoter/recruiter
Home & Garden Expo-Event Planner
Spirit Fair- La Quinta Inn-Promoter/organizer
Oklahoma State Fair-Booth Promoter

Fundraisers/Charities-Events:

Promoter Walk for Lupus-OKC Zoo
Promoter March of Dimes: 2008-2009

Volunteer OMRF

Volunteer Mustang Pregnancy Center
Volunteer United Way-Corporate
Volunteer Young Non-Profit Network

Mobile #: (405)388-9767 sarahnicolecampbell@publicist.com

? Education:

Oklahoma City Community College-2002-2004

Degree: A.A.

Major: Public Relations

Minor: Marketing / Performing Arts

University of Oklahoma- 2003-2007

Degree: B.A.

Major: Public Relations
Minor: Journalism

2 Associations:

- American Marketing Association
- Corporate Event Marketing Association
- Young Non-Profit Network of OKC
- Country Music Singer's Association OK
- Meeting Planners International
- Public Relations Society Association of America
- Event Planner's Association
- International Special Events Society
- National Association of Catering & Event
- National Association of Event Planners
- Professional Convention Management Association
- Oklahoma City Arts Council
- Oklahoma Press Association
- Oklahoma Broadcasting Association
- Oklahoma City Advertising Club
- Society of Professional Journalists
- Editorial Freelancer's Association
- Oklahoma Women's Coalition
- Association For Women in Communications
- International Virtual Assistants Association

? Certifications:

- Certified Virtual Assistant
- Certified Affiliate Marketing Specialist
- Digital Management Certification-PCM
- Certified Convention Manager
- Certified Conference Coordinator & Manger
- Certified Banquet Event Specialist
- Certified Event Coordinating Professional
- Certified Festival & Fair Event Professional
- Certified Event Management Professional
- Certified Meeting & Events Planner
- Google Analytics Certification
- Certified Fundraising Professional
- Professional Certified Marketer
- Content Marketing Certification
- Certified Microsoft Office Specialist

₱ Permits & Licenses

- Food Handlers Permit
- Special Events Permit- (Norman, OK)
- Ordained Minister (Wedding Officiant)

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- https://www.freelanced.com/sarahnicolecampbell
- https://m.freelancer.com/u/ShineTalent
- https://harri.com/sarahnicolecampbell

❖ Scheduling Link:

https://www.calendly.com/sarahnicolecampbell



Sarah Nicole Campbell Experiential Marketing Specialist

- https://about.me/sarahnicolecampbell in https://linkedin.com/in/sarahnicolecampbellok
- p https://pinterest.com/sarahnicolecampbellok
 v https://vimeo.com/sarahnicolecampbell
 - o https://instagram.com/sarahnicolecampbell

Education

2004 - 2007

Norman

Bachelor's of Arts / Public Relations, University of Oklahoma ♂

• Public Relations Student Society Association of America- Oklahoma Chapter Member

2002 - 2004

Oklahoma City

A.A. / Public Relations, OCCC 🖸

- American Marketing Association Member
- Public Relations Student Society Association of America- Oklahoma Chapter Member

Certificates

- Certified Meeting & Event Planning Professional
- Certified Convention Management Professional
- Certified Professional Organizer
- Certified Virtual Assistant
- Certified Project
 Management Professional
- Certified Feng Shui Consultant
- Certified Social Media Marketing Specialist
- Certified Microsoft Office Specialist

Skills

Event Planning Event Management

Event Staffing Brand Ambassador

Merchandiser Field Management

Market Research Staging

Field Management Quality Assurance

Transcription Data Collection/Entry

Recruitment Talent Management

Schedule Coordination Customer Service

Microsoft Community Outreach

Public Relations Account Management

Business Development Business Management

Vendor Management Branding

Voice-over Talent Creative Direction

Professional Experience

2013 - present

Norman

Event Planner/Manager, Enchanted Events \Box

2018 - present

Oklahoma City

Merchandiser / Regional Manager, Advantage Solutions

- Independent Contractor
- Retail Merchandising
- Visual Merchandiser/Display Coordinator
- Planograms
- Resets
- Field Management/Scheduling
- Training/Onboarding

Projects

Bartlesville Kid's Directory, Local Print Publication Owner/Editor ☑ Community Directory For Parents

- Advertising Sales Account Management
- Journalism
- Editor/Copywriter/Publisher
- Distributor

Oklahoma Creative Talent Network, Community For Local Creative Professionals

- Networking
- News
- Opportunities
- Partnerships/Collaborations
- Events/Workshops/Seminars

Awards

2020	Preferred Vendor/Certified Event Pro, Happily ☑ Happily - Event Productions
2017	Top 10 Brand Ambassadors, <i>Truelancer</i> ☑ Truelancer's Annual Recognition Awards- Their Top 10 Brand Ambassador In America
2017	Oklahoma's Independent Event Planner of The Year, $GigSalad$
Organisations	
Oklahoma City	The Lupus Foundation of Oklahoma, Fundraising Sponsorship Coordinator/Community Outreach • Assist in Coordinating "The Annual Walk For Lups Now" Events. • Community Outreach • Fundraising Sponsorship Representative

Publications

Sarah Nicole Campbell's Blog ♂

Enchanted Events of Oklahoma's Blog ☑







Edit Work Experience

Sarah Nicole Campbell

Arts & Entertainment Entrepreneur Creative Freelancer Writer/Journalist Public Relations & Event Planning Specialist OK, USA

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WORK EXPERIENCE

Enchanted Events

Owner / Event Coordinator

April 2016 - | Oklahoma, United States

Twisted Charm

Creative Director

June 2017 - United States

GMR Marketing

Brand Ambassador

Experiential Marketing Specialist, Street Team Promotions, Brand Activations, Spokesmodel, Tradeshow Model, Event Marketer, Field Manager, Demonstrator, Merchandiser

May 2008 - October 2015 United States

EDUCATION

University Of Oklahoma

Bachelor of Arts Public Relations

Major: Public Relations Minor: Journalism Minor: Marketing

Association Memberships:

■ Public Relations Student Society Association of America-

Oklahoma Chapter







Oklahoma City Community College

Associates of Art Major: Marketing Minor: Performing Arts

Associations:

Oklahoma City Arts CouncilAmerican Marketing Association

Oklahoma City, Oklahoma, United States

Event Leadership Institute

Certified Meeting & Event Planning Professional

Event Planning
Event Management
Event Marketing
Event Design
Event Productions

February 2016 - September 2016 | United States

Red Lotus Feng Shui Institute

Certified Feng Shui Consultant

December 2013 - April 2014 | United States

MSPA

Certified Mystery Shopping Professional

May 2018 - June 2018 United States

VOT Virtual Assistants

Certified Virtual Assistant

October 2019 - November 2019 | United States

Yoga Alliance

Certified Yoga Instructor

June 2014 - August 2014 | United States







2018

Truelancer

America's Top Brand Ambassadors By State 2017

Happily Event Vendors

Certified Event Pro 2020

SKILLS

Actress, Adobe, Artist, Background Singer, Blogging, Brand Advocacy, Branding, Branding, Canvas, CASTING COORDINATION, Commercial Photography Visual Styling, Content Creation, Content Management, Content Marketing, Creative Writing, Curation, Data Analyst, Data Collection, Data Collection, Design, Directory Management, Event Planning, Event Planning, Event Staging, Experiential Marketing, Film Extra, Home Decor, Home Staging, Market Research, Marketing, Microsoft, On Air Hosting, Podcast Host, Production Assistant, Professional Organizing, Public Relations, Recruiter, Recruitment, Retail Merchandising, SEO, Set & Stage Design, Social Media Management, Social Media Marketing, Songwriting, Staging, Talent Management, Talent Scouting, Visual Merchandising, Vocalist, VoiceOver Talent