

# Sarah Waters

244 Onley Rd Apt 102  
Salisbury, MD 21804  
(443) 521 5104  
Smwatersbiz@gmail.com

Recent graduate with a Bachelor's degree in Public Relations and currently pursuing a Master's of Arts degree in Lifespan and Digital Communication with an anticipated graduation in Spring 2025. Seeking an entry-level position in the field of public relations or social media management.

## EDUCATION

### Old Dominion University, Norfolk VA — *Master of Arts in Lifespan and Digital Communication*

August 2023 - 2025

### Salisbury University, Salisbury MD — *Bachelor of Arts in Public Relations and Strategic Communication*

August 2018 - May 2022

Magna Cum Laude

## RELEVANT COURSEWORK

Digital Communication Strategies

Media Relations

Public Relations Writing

Social Media Management

Crisis Communication Management

Persuasion and Argumentation

Social Change and Communication Systems

Digital Communication Research and Theory

Critical Methods and Digital Communication

Lifespan Communication by Research Methods

Sport and Strategic Communication

## PROFESSIONAL EXPERIENCE

### Administrative Assistant/Receptionist *Peninsula-Delaware Conference Lower Shore District* 09/2024-Present

- Managed schedules, meetings, and travel arrangements.
- Drafted and handled internal and external communications.
- Maintained confidential files and updated records.

### Entrepreneur/ Certified Eyelash Technician *Self-Employed, 1212 Aesthetics* 05/2021-Present

- Managed all aspects of business operations including client scheduling and inventory.
- Delivered high-quality eyelash services, ensuring customer satisfaction and loyalty.
- Streamlined administrative tasks, including invoicing and payment processing.

### Customer Service Industry 03/2021-Present

- Ensured customer satisfaction by efficiently managing orders and payments in a fast-paced environment.

### Event Planning Intern *The Ward Museum of Wildfowl Art* 08/2021-05/2022

- Executed event plans, timelines, and budgets for corporate and social events.
- Coordinated logistics with vendors and venues, ensuring seamless event execution.
- Created promotional materials and led social media campaigns to boost engagement.
- Analyzed post-event feedback to optimize future events.

## SKILLS

Social media proficiency

Time management

Public speaking

Excellent written and verbal communication

Attention to detail

Graphic design

Event planning

Adaptability

## HONORS

Magna Cum Laude, Salisbury University

Phi Kappa Phi Honor Society, Salisbury University

Lambda Pi Eta Honor Society, Salisbury University

Phi Eta Sigma Honor Society, Salisbury University