



SARAH W. ALLEN

Washington and Lee University 23'

Strategic Communications Major

RELEVANT EXPERIENCE

CORPORATE COMMUNICATIONS INTERN
PenFed Credit Union

May 2022 - Present

- Wrote various press releases promoting campaigns, products, and charitable events
- Worked alongside a internship cohort on a capstone project that was presented to the executive team
- Designed company wide emails through our corporate programming system

ANCHOR
Rockbridge Report

Jan 2023 - Present

- Anchored on Rockbridge County's only local live newscast along with other W&L students
- Anchored weekly weather report
- Collaborated with reporters on local and national news stories

PRESS COORDINATION INTERN
Brilliant PR and Marketing

May 2021 - Aug 2021

- Designed a weekly internal newsletter with media platform updates
- Worked alongside a mentor to organize and execute social media campaigns
- Served as a broker to manage relations between companies and influencers

SOCIAL MEDIA COORDINATOR
Washington and Lee University

Feb 2020 - Aug 2022

- Used graphic design tools to promote the University's communications with the faculty, staff, and student body
- Managed platform and 9k following Instagram @wlulex

VICE PRESIDENT OF MARKETING
Alpha Delta Pi - Theta Zeta Chapter

Oct 2021 - Jan 2022

- Strategized a content plan and managed the chapter's social media accounts
- Organized formal recruitment

EDUCATION

WASHINGTON AND LEE UNIVERSITY
Lexington, VA

Sept 2019 - May 2023

Bachelor of Arts in Strategic Communications

- GPA: 3.6/4.0
- Varsity Field Hockey
- Honors: All Academic NCAA (Fall 2019- Present), Scholar Athlete Award (Fall 2019- Present), All ODAC Academic (Fall 2019 - Present)

PROFILE

I am a current senior at Washington and Lee University actively searching for full time job opportunities starting summer of 2023

CONTACT

✉ allensarahw@gmail.com

☎ (804) 300-6463

EXPERTISE

- News Writing/AP Style
- Broadcasting
- Social Media
- SEO
- Press Releases
- Adobe Creative Cloud
- Internal and External Communications

**REFERENCES AVAILABLE
UPON REQUEST**