



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.

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, Look books, 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.

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

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• My Links

- <https://www.about.me/sarahnicolecampbell>
- <https://www.facebook.com/sarahnicolecampbell>
- <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/OklahomaCity-PromoGirl-pKGqp5yg>
- <https://www.velvetjobs.com/profile/sarahnicolecampbell>
- <https://www.workana.com/freelancer/9875bd335e957dea4fb54cba4953073f>
- <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>

<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>

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<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

Customer Focus & Orientation — Highly Proficient

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.