

Hi there,

My name is Sarah Bull. I have recently completed an internship at Crispin Porter + Bogusky, in Boulder, CO, and am looking forward to my next adventure. As my resume will show, I have been lucky enough to gain important, valuable experience in a variety of ways, but, I would like to tell you about five important things that my resume cannot fully explain.

1. Moving. A lot.

I was born in Cape Town, South Africa in 1995 - 8 months and 24 days after Nelson Mandela became president. Cape Town is the most magnificent place in the world. The people are kind, the culture is unlike any other, and everything - and I mean everything - is beautiful there. But, in 2003, my family moved to Buckinghamshire, England for my dad's job. We lived there for three mediocre years and then, in 2006, we moved back to Cape Town. The move was hard, but I know that we were all glad to be returning home.

Lesson 1: Change is good. Change is necessary. Process it, adapt, and use what you have learned to succeed.

2. On April 17th, 2009, my mom and I were held up by two men with knives.

For a long time after the robbery, I was unaware of the effect it had had on me, but I now know that it was profound. I remember never being angry at the men who had invaded our home. I was just curious as to why they had done so. What had lead them to that point in their lives? Why did they believe that crime was their only option? Why did the man closest to me take off his mask when I said I couldn't hear him properly? Why did he reassure me they would never come back when they finally left? I knew that these men weren't inherently evil, nobody is. So, why do people commit crimes? In fact, why does anyone do what they do?

Lesson 2: The environment we grow up in, and the circumstances we find ourselves in during our lives shape who we are and shape the choices we make. Think about that before judging someone. "Put yourself in their shoes".

3. My dad's job.

In September, 2009, 3 months after the robbery, we moved to the United States and settled in Fairfield, Connecticut. I attended Fairfield Ludlowe High School and graduated in 2013. I went on to attend the University of Vermont, Burlington, VT, where majored in Sociology and minored in Economics, both subjects I find incredibly interesting.

During most summers, I was fortunate enough to have internships at advertising agencies in NYC. My dad is in advertising and I have always loved his work, so it was a somewhat natural path for me to take. Before my first internship, I asked my dad about an ad I remembered from when I was young. The ad was for Dulux paint in South Africa. It was a simple paint strip print ad that pictured a black man and white woman holding hands, resting on the woman's pregnant stomach. The tagline, for the ad produced in the very new post-apartheid South Africa? "Dulux. Any Colour You Can Think Of."

Lesson 3: Profit may be the underlying goal of advertising, but it can reach millions and have monumental effects on those who see it. Always create truthful work you believe in. And never be afraid to stand out. And, just a little heads up, making \$ is sort of important. It isn't everything, but it's definitely something.

4. My time in... Prison.

During my junior year, I took a senior seminar class with Professor Kathy Fox, Soc 262: Criminal Justice. Towards the end of the semester, after we had learned about the criminal justice system in the US, my class conducted focus groups inside of prisons in Vermont. The next year, Professor Fox asked me to be the TA for her Inside-Out Prison Project class - a class made up of "inside" and "outside" students, taught inside the Vermont Women's Prison. As the TA, I held weekly office hours inside and got to know each and every one of the inside students. One woman, whose name I will not share, was inside for the murder of a man and the attempted murder of his girlfriend. The woman was sentenced to a minimum of 26 years inside at some point during the semester, but she never showed any anger, only sadness. She was one of the smartest, kindest students we had in the class, and I truly mean that.

On the 14th of April, 2017, my younger brother, Tom, was in a very serious car accident. I missed the last class inside because I was in hospital with Tom, but when I returned Kathy gave me a card that each of the woman had signed for me. Inside the card was a note written to me by the woman I mentioned earlier, the one convicted of murder and attempted murder. It read: "Dear Sarah, I am so sorry to hear about your brother. I am praying for him and your family every day. Thank you so much for everything this semester. You have been so kind and taught me so much. I am so grateful. Your brother and your family will be in my thoughts".

Lesson 4: Always be kind, to everyone. People will always surprise you and, more often than not, kindness will be returned.

5. Tom's Accident

My brother's accident had a huge impact on my entire family and taught us a lot. Although I do not believe we have been able to process it entirely, I do believe we have learned from it. It will take 18 long months for Tom to heal completely, but he is strong. We will always be there to pick him up when he's down, no matter how much he tries to push us away.

Lesson 5: Always, always, always love. And 1,000 other things, but love is most important!

Ultimately, I am a passionate, hard-working, empathetic, problem-solving, friendly, happy-go-lucky woman, with an insatiable hunger to be challenged. And, as I move forward in life, I hope to continue to work hard and to be challenged, and to help create brilliant work that influences culture and transforms brands and companies.

Thank you,
Sarah Bull