

SARAH BULL

(203) 722-5628 | | 43 Hickory Lane ■ Fairfield, CT 06824 | | sarahbull155@gmail.com

I am incredibly passionate about people and culture. I am interested in understanding why certain groups of people are who they are, why they do what they do, and why they like what they like. I hope to continue exploring my passion for people and culture, and to discover true insights that can, hopefully, be used to create magnificent work.

EDUCATION

BACHELOR OF ARTS: UNIVERSITY OF Vermont (Burlington, VT), 2013 – 2017

College of Arts and Sciences

Major: Sociology

Minor: Economics

3.66 GPA

Dean's List

Alpha Kappa Delta, International Sociology Honors Society

ADVERTISING EXPERIENCE

Content Management Intern: CP+B, Boulder, CO **Summer 2017**

- Worked on a variety of Strategy, Content, and New Business projects
- Primary focus, and interest, was Strategy

Strategy Associate: mcgarrybowen, NYC **Summer 2016**

- Created persuasive new business presentation for possible client within the auto-rental category.
- Wrote final creative brief in order to spark the minds of creative team.
- Created comprehensive, unique new business pitch with mcgarry intern team.

Strategic Planning Intern: Young & Rubicam, NYC **Summer 2015**

- Conducted brand, product, and consumer research using various research methods and tools
 - Completed an integrated re-branding pitch as end-of-year project
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RESEARCH EXPERIENCE

Teaching Assistant: Inside-Out Prison Education Project, UVM **Spring 2017**

- Teaching assistant for criminal justice course taught inside the Chittenden Regional Correctional Facility.
- Responsibilities included holding weekly office hours for "inside" students in order to provide academic assistance and maintain a comfortable environment for all students.
- Assisted Prof. Fox when creating course curriculum and assignments.

Research Assistant: University of Vermont, VT **Spring 2017**

- Primary author of official report and research proposal
- Suggested implementation of incentive-based system to aid in the rehabilitation of those incarcerated

Focus Group Research: UVM & VT Department of Corrections, VT **Fall 2016**

- Conducted inmate/staff centered focus groups in multiple VT prisons
 - Explored attitudes towards potential incentive-based system
 - Formally presented research and findings to VT Department of Corrections
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GENERAL EXPERIENCE

Teaching Assistant: Race Relations in the US, Prof. Davis - UVM **Spring 2016**

- Assisted with creating exam and study questions
- Held weekly office hours
- Graded student exams and extra credit assignments

Teaching Assistant: Race Relations in the US, Prof. Khanna - UVM **Fall 2015**

- Took detailed lecture notes for students with academic accommodations
- Graded student journal assignments
- Held office hours and exam review sessions

Administrative Intern: Fairfield College Preparatory School, CT **Summer 2014**

- Shadowed Alecia Thomas, Head of S.E.E.D program and Summer School
- Administrative work: school-wide attendance, financial aid documents, prep. for upcoming school year
- Provided individual academic assistance to students 9th-12th grade