

▶ Sarah Dawson

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Skills

- Proofreading and editing copy
- Written and verbal communication
- Project management
- Customer Relationship Management (CRM)
- Data analysis of Looker Data Science charts
- Budgeting and margin calculation
- Adobe Acrobat and InDesign
- Microsoft Suite

Work Experience

- **Marketing and Merchandising Coordinator at Honey Brook Organic Farm** (Apr. 2020-Present; Pennington, NJ)
 - Working interdepartmentally with field manager to assess crop inventories to input in CSA-management software (Harvie) to create customer-facing ecommerce menus.
 - Coordination with external vendors for specialty products to supplement ecommerce menus.
 - Extensive written and verbal customer service for membership base.
 - Personnel management—Staffing, general human resources, scheduling, project management
- **Merchandising CPG Associate at STADIUM** (Nov. 2019-April 2020; New York, NY)
 - Analyzing data trends via Looker Data Sciences charts (velocity, repeat purchases) to better judge clientele's buying patterns.
 - Working with vendors to procure new snack and beverage options.
 - Onboarding new product launches and working with marketing representatives from brands to orchestrate promotional campaigns on the STADIUM site.
 - Creating copy and media specs for site integration.
- **Assistant General Manager at Foragers Market** (Nov. 2017-Nov. 2019; Dumbo, Brooklyn)
 - Oversight of the FOH operations including staffing and general human resource maintenance.
 - Leading tech projects including a POS software change, and setting up an online ordering platform through Revel Systems Solutions.
 - Leading a project to standardize in-store assigned UPC codes across the multiple locations.

Education

Middlesex County College (Edison, NJ)

- Associates of Arts (A.A.) in History
- Cumulative GPA: 3.8
- Graduated: December 2017

City College of New York (New York, NY)

- Bachelors of Arts (B.A.) in English
- Cumulative GPA: 3.8
- Graduated: Fall 2020