

Sarah Fahey

704.964.7372 | sefahey98@gmail.com | www.linkedin.com/in/sarah-fahey

Education

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL | Chapel Hill, N.C. | B.A. | 2016 – 2020

Hussman School of Journalism and Media (Public Relations Track)

Honors: Buckley Public Service Scholar; Delta Phi Alpha (German Honors Society); Dean's List

UNIVERSITY OF MANNHEIM | Mannheim, Germany | Jan – June 2019

School of Humanities

Work & Internships

COMMUNITY OUTREACH INTERN | LA ESCUELITA SAN MARCOS | Huntersville, N.C. | May 2020 – Present

- Achieved a \$10,000 grant in technology assistance from the United Way of Central Carolina
- Created Google Business and Yelp pages, resulting in over 300 search results per month
- Organize a strategic content calendar to regularly update Twitter, Instagram and Facebook

COMMUNICATIONS INTERN | UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL | Chapel Hill, N.C. | Jan 2020 – May 2020

- Developed an online spread honoring 24 faculty recipients of the annual University Teaching Awards
- Published Carolina People, series of interviews with unique or interesting staff members on campus
- Researched and published an online source for employees who needed help in the wake of the COVID-19 crisis

PUBLIC RELATIONS INTERN | DISCOVER DURHAM | Durham, N.C. | Aug 2019 – Dec 2019

- Helped pitch the partner for the organization's first-ever influencer marketing contract
- Collected data on media outreach, media mentions, inkind and expenses for Discover Durham partners
- Conducted research, copyediting for editorial team and assisted in development of monthly content calendars

PR Projects

PR CAMPAIGNS (MEJO 634) | THE CAROLINA HURRICANES | Chapel Hill, N.C. | Jan 2020 – May 2020

- Task: Increase ticket sales among millennials through creative promotions of in-game experience
- Conducted research and executed a campaign pitch adapted to social distancing during COVID-19 pandemic
- 1st place among six teams, chosen by client

CRISIS COMMUNICATION (MEJO 533) | JUUL LABS, INC. | Chapel Hill, N.C. | Aug 2019 – Dec 2019

- Task: Become a crisis communicator for a corporation under public and legal scrutiny
- Developed a 50-page crisis communication plan and other external press materials
- Executed research and strategy during a press briefing on the teen vaping epidemic, attended by 30

Skills & Abilities

LANGUAGES

Proficient in German (B2 Level)

TECHNICAL

Proficient in Microsoft Office Suite, Adobe Premier Pro, WordPress and Canva Design

Familiar with CisionPoint, Asana Task Manager, Trello Task Manager and SimpleView CRM Software