

SARAH M. WISHING

SALES & MARKETING DIRECTOR



EXPERTISE

- TEAM LEADERSHIP
- CREATIVE DIRECTING
- CONTENT DEVELOPMENT
- BRAND BUILDING
- PREDICTING TRENDS
- ADOBE CC
- GRAPHIC DESIGN
- REACHING TARGET MARKETS
- WEBSITE DEVELOPMENT
- VIDEO EDITING
- GROWING SOCIAL PLATFORMS

EDUCATION

DEC '17 GROVE CITY COLLEGE
BA COMMUNICATION STUDIES
ART & DIGITAL ENTREPRENEURSHIP MINORS

2018 200HR CERTIFIED YOGA TEACHER
RYT 200 YOGA ALLIANCE
ASHTANGA | VINYASA

CONTACT



724.974.8559



209 GARDEN AVENUE
GROVE CITY, PA 16127



SARAHMWISHING@GMAIL.COM

OVERVIEW

I've worked broadly in the fields of sales, marketing, graphic design, and brand development. These are the most important lessons I've learned: sales is caring more about the client in front of you than the product you're selling. Marketing is finding out what people want and how to give it to them. Design and brand development is storytelling.

EXPERIENCE

SALES & MKTG DIRECTOR 2018 - 2020
ALL THE RAGE STORES, INC.
VA'S LARGEST DESIGNER EVENING GOWN STORE

Led a team of stylists to achieve the best sales in company history by 48% during peak season (1175 units vs. 793 units; December 1 through May 31). Managed social media accounts, significantly growing likes, following, and engagement. Original content reposted by every major designer carried in store. Was flown out across the country to curate and design upcoming lines of dresses. Actively participated in executive buying trips. Directed styled shoots and ran an influencer model ambassador program, growing customer base and brand awareness.

FREELANCE DESIGNER 2018

Created custom-themed wedding stationery. Networked with national and international vendors on styled shoots. Developed websites and logos for businesses. Worked with small businesses and nonprofits on digital and print marketing and strategy through analytics and design.

AGENCY INTERNSHIP 2017
1903 X WHERE EAGLE DARE

Worked in each department, including brand consulting, content development, graphic design, and site development. Worked with top companies nationwide: American Eagle Outfitters, Kitsbow, and the University of Pittsburgh, and its Katz Business School.

AERIE 2015 - 2016

Mentored and trained coworkers at sales meetings at request of store manager, equipping staff with skills to enhance revenue. Used award-winning outfit coordinating skills and in-store modeling to boost sales. Created faithful customers by implementing point of sale techniques, significantly increasing loyalty credit holders. Winner of sales excellence awards.