

SARA NICKEL

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Michigan, USA

EDUCATION:

Oakland University, Rochester, MI

Expected: Dec 2026

Bachelor of Arts, Double Major: Communication and Public Relations with Advertising

- Relevant Coursework: Multicultural Communications, Professional Communication, Advertising, Public Relations, College Teaching Apprenticeship, and Persuasion.

Macomb Community College, Warren, MI

March 2025

Associates of Art and Science

GPA: 3.51

- Achieved the placement on the dean's list Winter 2023, Fall 2023, and Fall 2024.
- Relevant Coursework: Sociology, Public Speaking, and Performance Communication.

EXPERIENCE:

CAS Marketing and Communications Intern

September 2025 – Present

Oakland University College of Arts & Sciences, Rochester, MI

- Design and execution of social media campaigns to increase brand awareness and engagement.
- Coordinated interviews with students, alumni, faculty, and organizational leaders. Then wrote and edited feature articles incorporating photography for press releases and web publication.

Special Events & Marketing Intern

May 2025 – September 2025

Suburban Collection Showplace, Novi, MI

- Led the development and launch of the Senior Citizens Program 2025, demonstrating ownership, creativity, and initiative. Breaking the record on vendors acquired for a total of 17.
- Collaborated on marketing initiatives, including content creation, strategic planning, advertising, promotions, and client services.
- Conducted comprehensive reviews and grant access approvals based on background checks, insurance verification, and liability assessments. I managed over 1,000+ data entries by organizing files to enhance tracking and improve administrative efficiency
- Organized fundraiser for set-up and take-down of the Michigan State Fair. Exceeding expectations more than doubling the amount requested.

CERTIFICATIONS:

- Business of Retail Certified Specialist. 01 / 2022
- Microsoft Office Specialist: Microsoft Word / PowerPoint 2016 Certification. 05 / 2019

SKILLS:

- Social Media Strategies: Ads, Flyers, Promotional, Infographics, Carousels, CTA's
- Event Promotion & Event Coordination
- Video Editing Software: Adobe Premiere Pro, Movavi Video Editor 2025, Movie Maker, & CapCut
- Photo Editing Software: Canva, Photoshop, Procreate, & Pixlr