

Sara C Nickel

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Education

Oakland University, Rochester, MI

Dec 2026

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

GPA: 3.8

- Relevant Coursework: College Teaching Apprenticeship, Public Relation & Ad Campaigns, Persuasion, Media Ethics and Law, Research Methods in PR and Adverting, Multicultural Communications, and Persuasion.

Macomb Community College, Warren, MI

March 2025

Associates of Arts and Science

- Relevant Coursework: Sociology, Public Speaking, and Performance Communication.

Experience

Peer Ambassador

Aug 2026 – Present

Oakland University Academic Success Center, Rochester, MI

- Facilitate classroom visits to educate 30+ students at a time about available resources and opportunities, using persuasive communication strategies to encourage engagement and recruitment.
- Drive awareness through social media trends, event promotion, tabling and hosting engaging events to increase audience participation and community engagement.

CAS Marketing and Communications Intern

Sept 2025 – Present

Oakland University College of Arts & Sciences, Rochester, MI

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

Social Media and Events Manager

May 2026 – July 2026

Motor City Hospitality [Roar Brewing Co. & Café Noir], Detroit, MI

- Planned and coordinated logistics for 50+ events, streamlining processes to ensure smooth operations and successful event execution.
- Increased follower percentage by 34.357% in 3 months through direct social media strategy and content management, including content creation, copywriting, publishing, and analytics reporting.
- Oversaw on-site event operations, troubleshooting issues in real time and managing events from setup through completion.

Special Events & Marketing Intern

May 2025 – Sept 2025

Suburban Collection Showplace, Novi, MI

- Led the development and launch of the 2025 Senior Citizens Program, demonstrating ownership, creativity, and initiative. Broke the record for vendors acquired, with a total of 17.
- Conducted comprehensive reviews and granted 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. Exceeded expectations by more than doubling the amount requested.

Skills / Certifications & Interests

Skills/Certifications:

- Event Promotion & Event Coordination
- Social Media Strategies: Ads, Flyers, Promotional, Infographics, Carousels, CTA's
- Video Editing Software: Adobe Premiere Pro, Movavi Video Editor 2025, Movie Maker, & CapCut
- Photo Editing Software: Canva, Photoshop, & Procreate
- Business of Retail Certified Specialist.
- Microsoft Office Specialist: Microsoft Word / PowerPoint 2016 Certification