

Sara Holand

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PROFESSIONAL EXPERIENCE

Noun Agency

Account Executive

Assistant Account Executive

New York, NY

May 2023 – Present

April 2021 – May 2023

- Manage end-to-end influencer campaign logistics simultaneously for multiple accounts, encompassing talent coordination, contract negotiations, budgeting, and performance tracking to ensure projects are delivered on time and within budget constraints
- Supervise the professional development of 2 junior team members, assigning tasks and offering guidance on best practices to optimize team performance and facilitate ease of project execution for senior team members
- Enhance client satisfaction and trust by serving as a primary point of contact for brands such as PepsiCo and Uniqlo, providing strategic guidance, talent updates, and resolving issues in a timely manner
- Cultivate relationships with 100+ influencers and agents, negotiating partnerships and collaborations to drive brand awareness
- Standardized organization of documents across 3 team members on Google Drive and Excel to expedite smooth collaboration

Binghamton University, Harpur College of Arts and Sciences

Binghamton, NY

Student Videographer & Editor for the Dean's Office

January 2020 – May 2020

- Produced 15-second graduate program advertising videos despite COVID-19 restrictions by using Wave.video to create text overlays and transitions, resulting in increased audience retention on Facebook
- Spearheaded the creation of interesting social media videos on Adobe Premiere Pro that convey stories of alumni donor impact to initiate 55% higher donor and student engagement with Harpur Edge programming
- Strengthened video library by shooting over 200 clips of B-roll and student interviews to enhance video production value

ESPN3

Binghamton, NY

Production Assistant

November 2017 – May 2020

- Directed 2-hour broadcasts with a ROSS switcher by deciding between 4 camera angles while advising cameramen about shots to capture for the most entertaining viewing experience
- Collaborated with NCAA basketball referees by using AVID equipment and operating high-quality cameras to provide footage from multiple camera angles and slow-motion replay for review during controversial calls
- United a team of 9 to execute locally produced, live broadcasts for Binghamton University's Division 1 basketball, lacrosse, soccer, and baseball games through clear communication over headsets in a fast-paced environment

Berk Communications

New York, NY

Sports & Entertainment Associate

June 2019 – August 2019

- Completed daily media monitoring of press clips for new PUMA releases, 65 Roc Nation Sports athletes, and Berk's talent and personalities by using Google News to audit media outlets presenting fresh content on clients
- Built and updated around 15 media lists in Excel by using CisionPoint to identify over 300 journalists for effective pitching
- Calculated over 1M media impressions received on Excel spreadsheets to showcase the impact of pitches after gaining placement in media such as Complex, The Athletic, and Bleacher Report

LEADERSHIP EXPERIENCE

BEAM (Business, Entertainment, Advertising, & Media)

Binghamton, NY

Vice President of External Affairs

August 2019 – May 2020

- Organized 4 inspiring Virtual Speaker events teaching about careers in digital media by cultivating relationships with 20 Binghamton alumni from companies like WarnerMedia, Pinterest, and BuzzFeed through LinkedIn outreach
- Improved confidence of 47 students by leading 10 unique workshops developing technical skills such as website design and overseeing triweekly office hours to enhance resume and portfolio strength

Zenith Media Strategic Media Planning Case Competition

Binghamton, NY

Team Member, 1st Place Team

August 2019 – December 2019

- Awarded 1st place out of 5 teams upon presenting a comprehensive PowerPoint developed by collaborating with 4 students on a media strategy plan for Air Wick's Botanica product launch to stimulate new user acquisition
- Optimized strategy generation and Excel chart output over 100 total hours of work by scheduling 9 hours a week to analyze market research with Gfk MRI's database, resulting in identifying a superior launch timeline and framing correlating campaigns

EDUCATION

Binghamton University, State University of New York

Bachelor of Science in Business Administration, Concentration in Marketing

August 2016 – May 2020

Bachelor of Arts with Honors in Cinema Studies, Environmental Studies Minor

August 2016 – May 2020

Honors: *summa cum laude* (GPA: 3.87/4.00) | Dean's List: Fall 2016 – Spring 2020 | Scholars Program (top 3% of students)

SKILLS & INTERESTS

Computer: Proficient in Microsoft Office Suite (Excel, PowerPoint, Outlook, Teams), Google Workspace (Docs, Sheets, Slides)

Interests: Skiing, Pinball Machines, Reality Competition Shows, Hiking, Amusement Parks