

Sarah Geisler

6342 Old Sherman Road
Whitesboro, TX 76273
719.421.9435
sarah.a.geisler18@gmail.com

Dear Sir or Madam:

Please accept this letter and my attached resume. My accomplishments include graduating in May 2025 with a Master's in Interdisciplinary Studies, with a focus on marketing and journalism, from the University of North Texas. Additionally, I graduated from Colorado State University in August 2018 with a bachelor's degree in psychology and a minor in criminology/criminal justice. My strengths include verbal and written communication, digital graphic design, marketing communications, business communications, brand promotion, customer service, multimedia design, Adobe Cloud Suites, Microsoft Office Suites, budget review and processing, record keeping, and case management. Furthermore, I am a dedicated and reliable self-starter who specializes in the development of procedures for accuracy and efficiency.

My current position with the University of North Texas has allowed me to plant roots and grow my existing skills in an environment that offers opportunities to work with faculty, staff, and guests from diverse backgrounds and perspectives. My duties include maintaining the department and department-related program accounts and budgets, connecting with various University of North Texas Campus divisions, processing domestic and international travel requests, following procedures as outlined by the state and federal governments, organizing the semesterly course schedules, and overseeing the Department of Marketing's affairs. I have also designed, edited, and published multiple multimedia marketing materials for the Department of Marketing during this role.

In addition to assisting the Department of Marketing in an administrative role, I have also taken on the responsibility of serving as an Adjunct Instructor of Marketing. Currently, I am the instructor on record for MKTG 3651- Foundations of Marketing for Non-Business Majors. In this course, I instruct non-business students on the foundations of marketing in an online setting, with over 160 students enrolled. Additionally, I have completed and been recognized by the University of North Texas- Department of CLEAR/LEEF for completing the Certification of Excellence in Teaching Online (CETO) program.

In my previous position at Pikes Peak State College, my job duties included first-semester academic advising, assisting students with their next steps, and teaching students to read and interpret their financial aid information. Additionally, I developed training and instructional marketing materials for students, faculty, and staff, served as the acting liaison for

the Military and Veterans Program and the Enrollment Services Department, and assisted on a team in developing tools and guides for parents and family members of first-time college students.

My background includes working as a mental health technician in a hospital setting at PeakView Behavioral Health. During my time in this position, I worked with patients of various ages and demographics with suicidal and homicidal thoughts. This position strengthened my communication, attention to detail, problem-solving, and customer service skills. After this experience, I transitioned into an associate case manager position with Covr Financial Technologies Inc., which creates proprietary platforms to monitor clients' investments and process life insurance and annuities for high-profile banks, including Rockefeller and Morgan Stanley. I oversaw all State of New York and Florida applications, monitored agent contracting, remained up to date on state and federal regulations, and advocated for my clientele.

I would appreciate the opportunity to meet and further share my qualifications and enthusiasm for this next chapter of my career. Thank you for your time and consideration.

Sincerely,

Sarah Geisler

Sarah Geisler

6342 Old Sherman Road

Whitesboro, TX 76273

(719) 421-9435

sarah.a.geisler18@gmail.com

SKILLS

Marketing Communication	Graphic Design	Branding and Strategy
Digital Marketing	Analytical Skills	Student Services
Marketing Operations	Design Thinking	Advertising
Project Management	Business Journalism	Interpersonal Relationships
Customer Service and Relationship Management	Case Management	Creativity and Innovation

EXPERIENCE

University of North Texas|Department of Marketing|Denton, TX

Adjunct Instructor of Marketing | January 2026 – Present

- **Instructional Support:** Coordinate updates, design, and production of course materials, ensuring alignment with current industry trends and university compliance.
- **Instructor of Record:** Instructed and oversaw over 160 students in an online course.
- **Subject(s):** Instructor on record for MKTG 3651- *Foundation of Marketing for Non-Business Majors* with the University of North Texas- Spring 2026 Semester

SUBJECT MATTER EXPERTISE (Teaching Competencies)

- **Digital Marketing & Analytics:** Google Analytics (GA4), Web Metrics, Marketing ROI, and Salesforce.
- **Visual Communication:** Expert proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign), Multimedia Content Creation, and Document Design.
- **Marketing Strategy:** Brand Identity, Social Media Strategy, Consumer Behavior, and Price-Profit Dynamics.
- **Branding and Brand Identity:** Social Media Strategy, Consumer Behavior, and Consumer Dynamics.

- **Professional Writing:** Business Journalism, Marketing Communication, Business Communication, and Case Management.

TEACHING PHILOSOPHY STATEMENT

My journey as an educator began not in a lecture hall, but as a young leader and mentor in my local 4-H program. It was there that I first discovered the fulfillment of guiding others, organizing informational clinics and trainings, and helping newcomers navigate complex projects. These foundational experiences instilled in me a core belief that has guided my subsequent roles in university administration and student services: **Education is a collaborative journey, not a one-way transmission of information.**

Fostering an Inclusive Environment

I am committed to cultivating a classroom and working atmosphere where learning is both engaging and meaningful. I believe that students and colleagues perform best in a friendly, inclusive, and judgment-free space where they feel safe to express thoughts and take creative risks. In my experience leading group orientations and staff trainings, I have found that when participants feel valued, they are more likely to move from passive listening to active contribution.

The Power of Inquiry

At the center of my approach is the "Socratic" method—the practice of asking questions to spark curiosity. I am passionate about prompting learners to ask "why," encouraging them to peel back the layers of complex marketing, operational, and communication principles; by shifting the focus from rote memorization to critical thinking, I aim to empower students and my colleagues to take ownership of their educational and developmental journeys and develop a deeper, more resilient understanding of the material and concepts that spark their interests.

Adaptability and Diverse Learning Styles

Recognizing that every student and colleague brings a unique perspective and a different learning style, I prioritize adaptability. Whether through hands-on creative workshops using the Adobe Suite, data-driven group discussions, or personalized one-on-one support, I strive to provide a variety of modalities that resonate with each participant. My background in Psychology and Student Services enables me to identify and address diverse needs, ensuring no student or colleague is left unnoticed.

A Commitment to Mentorship

Ultimately, teaching, whether in a classroom or office setting, is a calling to inspire and nurture the next generation of professionals. My goal is to bridge the gap between academic theory and real-world application, fostering not just a temporary understanding of a subject but a lifelong love of learning and a commitment to professional excellence.

Administrative Coordinator | November 2022 - PRESENT

- Training new employees on job processes and state/federal compliance guidelines.
- Lead in designing, editing, and publishing marketing materials for the department.
- Built, designed, and maintains the Department of Marketing SharePoint and the RCOB Admin SharePoint.
- Designing and publishing social media postings to promote the brand.
- Following and maintaining branding regulations.
- Promoting branding and developing branded materials.
- Creating workflows for faster processing.
- Budget and PCard monitoring and maintenance.
- Hosting training/learning sessions and creating instructional videos to aid faculty, staff, and students through processing procedures. Instructional material and concepts covered, but not limited to:
 - Canvas
 - Created user-friendly instructions for students to use Canvas
 - Created user-friendly instructions for faculty using Canvas in their courses.
 - Courseleaf (UNT's Course Scheduling System)
 - Developing semesterly schedules
 - Working with the Registrar's office and CLEAR/LEEF to ensure student accessibility requirements.
 - Microsoft Power BI (UNT's Primary Budget Processing)
 - Including processing for ABAs and IDTs
 - Making purchases through ePRO (requisition and invoice requests)
 - Creating and maintaining budget reports
 - EIS/PeopleSoft (UNT Student and HR processing)
 - How to look up and verify student information for registration purposes
 - How to verify employee information currently
 - How to hire a new Adjunct Instructor, according to the latest UNT procedure
 - Faculty Information Systems (FIS) & Digital Measures
 - Concur/Coupa (Travel Systems)
 - Submitting travel requests
 - Processing travel requests for payment
 - Showing faculty how to assign staff members as their delegates.
 - Qualitrics
 - Event Planning
 - Steps and procedure regarding how to plan an event with UNT
 - Microsoft SharePoint
 - Created and maintained the Department of Marketing SharePoint
- Working with external departments to ensure course delivery is within university, state, and federal guidelines.
- Maintaining financial and academic records, day-to-day processing procedures, and historical data specific to the Department of Marketing.
- Ensuring the Department of Marketing is in compliance with university, state, and federal laws in terms of course delivery, budget reporting and spending, and human resource regulations.
- Overseeing the Administrative Specialist and working together to complete daily and

other department-related tasks.

- Liaison with various UNT divisions, including Financial Aid, Academic Resources, Human Resources, Travel, Military and Veterans Program, Campus Transportation, Campus Communications, Event Planning, and the Registrar's Office.

Pikes Peak State College | Enrollment Services | Colorado Springs, CO

Admissions Counselor | July 2021 - November 2022

- Designed, edited, and published marketing materials; followed branding guidelines and assisted with updating the university to the new branding regulations.
- Designed and published social media postings on LinkedIn and Facebook to promote the University's development from a community college to a federally supported 4-year university.
- Marketing communication and outreach.
 - Navigate
 - Navigate Campaigns
 - Navigate Outreach
 - Microsoft Outlook
 - Canvas
- Assisted potential and current students with college and financial aid applications, first-semester advising, degree/program confirmation and auditing, and registration.
- Meet with students to review college applications, identify the appropriate next steps, and show how to use the student portal and education platforms (BMS & Canvas).
- Designed visual marketing and instructional tools for staff and students to guide individuals through the student portal, financial aid application and processing, and course registration processes.
- Assisted students in group events such as group registrations, first-time student orientation, transfer student orientation, and special events.
- Reviewed academic placement, testing, and transfer information with students.
- Worked with students in a one-on-one setting to ensure their educational journey and plan remained on track to graduate.
- Volunteered as an acting liaison between the Enrollment Services Department and the Military and Veterans Program.
- Organized cross-departmental affiliated student and staff training and shadowing opportunities for the Admissions Counseling Team.
- Assisted on a team that designed marketing and informational materials for the parents of first-time students.
- Assisted students, faculty, and staff via text messaging, emails, phone calls, and in-person interactions.
- Liaison for the Admissions Counseling Team and the Financial Aid and Academic Advising Departments.
- Monitored and assisted the front counter of Enrollment Services.
- Assisted individuals with walk-in questions or appointment check-in.
- Assisted with initiatives to transition the college program from a community college to a state college according to state and federal rules and regulations.

Covr Financial Technologies | Colorado Regional Office | Colorado Springs, CO —

Associate Case Manager | June 2019 - October 2020

- In charge of processing all cases, primarily from the states of New York and

Florida.

- Know and enforce special state regulations for state and financial institution compliance.
- Greet and instruct clients and agents through the insurance application process and medical procedures.
- Processed 30+ activation documents daily via DocuSign to ensure prompt and efficient processing.
- Reviewed and audited 60+ life insurance applications daily for accuracy and financial institution compliance.
- Processing, auditing, and submitting new life insurance applications for various life insurance providers to begin the underwriting process.
- Advocated for clients and communicated with various life insurance providers on behalf of the client.
- Triaged Excel Sheets of 200+ cases, varying from all 50 states, insurance providers, and financial institutions, weekly to increase revenue for end-of-month goals, finding process efficiencies, and ways to gain more activations.
- Aided in training new employees on job processes and state compliance guidelines.
- Aided in creating workflows and user-friendly instructions for faster processing and to increase active application rates.
- Aided with marketing and sales initiatives for various life insurance products.
- Maintained and promoted brand identity for the different partnered insurance and financial companies.
- Supported in the processing and finalizing of sales.
- Worked closely with the sales team leader for each region.
- Cross-trained in Salesforce.
- Participated in an internal Sales Manager training program.

Peak View Behavioral Health | Colorado Springs, CO

Mental Health Technician | August 2018 - June 2019

- Assisted patients with processing, coping, and identifying suicidal and homicidal thoughts and actions.
- Performed crisis intervention, prevention, and safety training.
- Assisted individuals between the ages of five and geriatrics (90+) with understanding and adapting to life with various mental health and other diagnoses.
- Built and maintained positive quality of life skills.
- Maintained a clean and safe environment for patient care.
- Followed patient care protocols and maintained detailed patient condition and treatment records.
- Trained new employees in company and state guidelines.

- Performed routine check-ins on patients to ensure patient and staff safety.
- Participated in leading outpatient care programs for clients.
- Case management and mandatory reporting.

Colorado State University |Department of Construction Management |Fort Collins, CO

Front Office Assistant |Dec 2015 - May 2018

- Greet and assist students, employees, and guests with general department or program questions.
- Assisted with general academic advising duties.
- Organized files, documents, and data via various database systems. Primary software included, but not limited to:
 - Microsoft Office 360 Suites
 - Canvas
 - Adobe Suites
- Assisted with general academic advising duties. Answered and directed guest and student inquiries to the appropriate departments or staff members.
- Design, edit, and publish marketing and event materials with various media development software for online and campus-wide usage.
- Followed and maintained branding guidelines as written by the CSU Marketing and Branding Team.
- Assisted in organizing and planning various fundraisers, award programs, alumni sponsorships, and other department-related events.
- Greeted, directed, and assisted guests and attendees at various public events.
- Prepared demonstration materials for donor presentations and other events.
- Assisted in training the newly hired front office staff.
- Created workflows and procedure guidelines for faster and more efficient processing.
- Developed and finalized branded items for advertisement and promotional initiatives.
- Assisted with department clubs' activities, including but not limited to:
 - Created promotional items for club recruiting events.
 - Created social media materials for club activities.

Colorado State University |Department of Construction Management |Fort Collins, CO

Human Resource Assistant | Feb 2015 - May 2018

- Read and interpreted financial data reporting via various database systems.
- Optimized office organization and efficiency.
- Analyzing and cross-referencing financial data.
- Developing and maintaining office filing and documentation systems.
 - Power BI
 - BMS- Business Management Systems
- Communicating with faculty and staff to obtain receipts and other financial documents.
- PCard and expense record keeping.
- Created a checks and balances procedure for financial data processing to ensure accurate and efficient processing.
- Created semesterly budget plans for clubs and department recruiting and sponsorship activities.

University of North Texas | Denton, TX

Master's Degree of Science | Jan 2023- May 2025

Graduated with a Master's in Interdisciplinary Studies focusing on Marketing and Journalism.

Colorado State University | Fort Collins, CO

Bachelor's Degree of Science | Aug 2014 - Aug 2018

Graduated in the summer of 2018 with a bachelor's degree in psychology with a minor in criminal justice/criminology.

Licenses & Certifications

**All Current Licenses & Certifications Can Be Verified On
LinkedIn:** <https://www.linkedin.com/in/sarah-geisler-252790300/>

Adobe

- *Adobe Graphic Designer Professional Certificate - Issues June 2025*
 - *Design Fundamental - Issued: April 2025*
 - *Generative AI Content Creation - Issued: April 2025*
 - *Image Editing - Issued: April 2025*
 - *Graphic Design - Issued May 2025*
 - *Document Design - Issued June 2025*
- *Adobe Content Creator Professional Certificate- Issued June 2025*
 - *Design Fundamentals with AI- Issued April 2025*
 - *Social Media Content and Strategy- Issued June 2025*
 - *Multimedia Content Creation- Issued June 2025*
 - *Generative AI Content Creation- Issued May 2025*

Google Digital Academy (Skillshop)

- *Get Started Using Google Analytics - Issued: April 2025- Expires: April 2026-*
 - *Renewal in process as of April 29, 2026*
- *Manage GA4 Data and Learn to Read Reports - Issued : April 2025 - Expires: April 2026*
 - *Renewal in process April 29, 2026*

MBTN: Management By The Numbers—

- *Profit Impact Meteris Certification - Issued: April 2025 - Expires: April 2030*

- *MBTN Module Badges - Issued: April 2025*
 - *Breakeven Analysis*
 - *Price - Profit Dynamics*
 - *Advertising & Web Metrics*
 - *RFM Analysis*
 - *New Product Forecasting*
 - *Sales Force Management*
 - *Marketing Variance Analysis*
 - *Marketing ROI*

Certification of Excellence in Teaching Online (CETO)-

- *Sponsored by the University of North Texas- Issued April 2026*

Additional Activities:

Sigma Alpha

- Active member and participant in the agricultural business sorority, Sigma Alpha- CSU Chapter. (Aug 2014 - Aug 2018)

Future Business Leaders of America (FBLA)

- Participated in activities and regular monthly meetings with the Future Business Leaders of America (FBLA)(Aug 2012- May 2015).

4-H El Paso County

- 4-H Project Leader and Mentor (Aug 2011- May 2018).
 - Lead project-specific trainings and veterinary clinics for:
 - Market Goats
 - Market Animal Appreciation
 - Heard and Breeding Best Practices
 - Personal Branding and Selling
 - Financial and Budget Operations for on the Farm/Ranch
 - Market Hogs/Swine
 - Market Rabbits
 - Large animals, including cattle, horses, sheep, and various breeds of goats.
- Annually assisted 4-H members with marketing, personal branding, sales, and promotion initiatives (May 2010- Aug 2018).
 - Supported young 4-H members on sale day.
 - Instructed younger members on how to approach buyers- elevator pitching
- 4-H member for 12 years from the age of 5 to 18: served in various leadership positions, including”
 - President (4 years)
 - Barbwire and Boots 4-H Club (2 years)
 - Mavericks 4-H Club (1 year)
 - Angel Fire 4-H Club (1 year)

- Vice President (2 years),
 - Barbwire and Boots 4-H Club (1 year)
 - Angle Fire 4-H Club (1 year)
- Secretary (2 years),
 - Mavericks 4-H Club (1 year)
 - Angel Fire 4-H Club (1 year)
- Treasurer (2 years),
 - Mavericks 4-H Club (1 year)
 - Hitch N' Post 4-H Club (1 year)
- and parliamentary procedure or business leadership president (4 years).
 - Angle Fire 4-H Club (3 years)
 - Mavericks 4-H Club (1 year)

Volunteer Experience

- Volunteered to assist with non-profit organizations, such as Latigo Riding Trails- Horse Therapy, with promotion, branding, sponsored events, and fundraising activities (May 2011- May 2015).
- Promoting branding, fundraising, marketing, advertising, and awareness for non-profit organizations such as Hope & Home Foster Care and Adoption Agency, Girl Scouts of America, and Boy Scouts of America (May 2008-2010).

REFERENCES

Name: Dr. Tina Mims

Title: Lecturer of Marketing

Company: University of North Texas

Email: tina.mims@unt.edu

Phone: 1(469) 951-3200

Name: Dr. David Strutton

Title: Professor of Marketing

Company: University of North Texas

Email: david.strutton@unt.edu

Phone: 1(940) 565-3123

Name: Dr. Charles Blankson

Title: Department Chair of Marketing

Company: University of North Texas

Email: charles.blankson@unt.edu

Phone: 1(940) 565-3136