

Sarah Hof

EDUCATION

Fairleigh Dickinson University | Madison, NJ

- Bachelor of Science in Marketing (GPA: 3.710) May 2019
- MBA – Marketing Expected May 2020
- Semesters abroad: Vancouver, Canada (spring 2017); Bergamo, Italy (fall 2018)

MARKETING EXPERIENCE

The Trump Organization

May 2019 – August 2019

Retail Coordinator Intern

- Continuously tracked and updated Trump Store's e-commerce platform, which included adding new products and working with vendors and photographers to ensure that brand integrity was upheld for each product
- Assumed responsibility of a wide-scale project involving an internal communication strategy plan, coordination with vendors, and delivery logistics to solicit photographs from Trump associates around the world, which were deployed on social media to promote the launch of a new summer product collection
- Maintained consistent brand integrity throughout Trump Store's various marketing communication channels by copywriting products descriptions and promotional copy used in product launch and customer acquisition emails, and on the e-commerce website
- Executed all logistics for an off-site three-day photoshoot for a new product collection, which required expert organization and the utilization of Gantt charting to coordinate with dozens of internal and external parties

Wyndham Hotels & Resorts

June 2018 – August 2018

Digital Content Intern

- Volunteered to take over a dormant user generated content pilot program by moderating nearly two thousand pieces of content to feature on 150 Wyndham property websites, providing potential guests with an authentic and first-hand perspective of each property
- Responsible for reviewing and approving – or rejecting with required edits – property photoshoots to ensure brand standards were being upheld by photography vendors for eventual use on property websites
- Scrutinized existing property images for all Wyndham brands to create streamlined access to a curated gallery of exceptional photos for use in an upcoming campaign

Sotheby's International Realty

May 2017 – August 2017

Global Marketing Intern

- Curated images for a new global brand campaign, a handful of which were ultimately chosen to be used and have been seen around the world in various digital and print formats by millions of people
- Presented an expansively researched competitor analysis to senior leadership every week which highlighted opportunities for SIR to gain advantage from communications and branding perspectives
- Supported the Senior Director of Global Marketing in planning and promoting SIR's Global Networking Event which facilitated a forum for thousands of affiliates to exchange experiences and ideas

Trajectory

September 2016 – December 2016

Marketing Intern

- Completed extensive competitor analysis projects that featured thorough examinations of brands' social media platforms, marketing campaigns, websites and all other consumer-facing communications and messaging

ACHIEVEMENTS

- Hand-selected to complete a 10-day seminar in England with former NJ Governor Jon Corzine (July 2016)
- Honored with the Silberman College of Business's Outstanding Achievement in Marketing Award, having been selected from all graduating marketing students (May 2019)

PHILANTHROPY

Friends of Florham | Public Relations

November 2016 – Present

- Entrusted to connect with media outlets and utilize social media to share events and news with the community, to further the mission of preserving and restoring the gilt-era Vanderbilt mansion on the FDU Florham campus