



Sawyer Tehan

Pursuing MS in Communication - Focus in Marketing

PROFESSIONAL SUMMARY

I am a motivated and results-driven professional with a passion for effective communication. Seeking an internship or entry-level position, I am excited to join a team and help the organization enhance its interactions with current and prospective customers and support revenue growth. My interests lie in marketing, public relations, and strategic communication, and I am excited to bring fresh ideas and energy to drive success.

CONTACT

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EDUCATION

May 2023
BA: English: Language, Media & Communication
University of Rochester
– Rochester, NY
GPA: 3.74

Expected Graduation May 2025
MS: Communication (Focus in Marketing)
Rochester Institute of Technology
– Rochester, NY
GPA: 3.8

KEY SKILLS

- Adobe Creative Cloud
- Spanish (conversational)
- Written and oral communication
- Marketing/social media analytics
- SEO and SEM

PROFESSIONAL EXPERIENCE

Marketing Intern

CSA Consulting Group LLC - Remote
September 2024 – Present

- Assist in developing and executing marketing strategies for disaster relief and project planning services.
- Conduct market research and competitive analysis to support communication efforts.
- Collaborate on content creation, campaign management, and outreach initiatives.

Summer Graduate Research Fellowship

Rochester Institute of Technology
May – August 2024

- Chosen as one of two students from the School of Communication for the prestigious Emerson Summer Graduate Research Fellowship. Worked jointly with an associate professor to publish an article examining the effects of healthcare-related PSAs across different media platforms on public perception.

Graduate Research Assistant

Rochester Institute of Technology - Rochester, NY
August 2023 - May 2024

- Co-researched a semester-long project examining the effects of parasocial relationships on mental health alongside the Program Director of the RIT School of Communication.
- Collaborated with an associate professor to explore the effectiveness of PSA usage/placement in modern media contexts.

Chiropractic Assistant/Receptionist

Gerlach Chiropractic- Rochester, NY
May – December 2023

- Assisted with therapeutic treatments, greeted all patients at the front desk, managed phone operations and multiple doctors' schedules, ensured efficient workflow in a family-operated healthcare environment.

Marketing Intern

RippleMatch - Online
January - June 2023

- Led the student sign-up expansion strategy by encouraging sign-ups and job applications within my university. Collaborated with RippleMatch's team to analyze data and gain insights into ways to improve marketing and business development.

Team Member

Rosie's Handcrafted Ice Cream - East Aurora, NY
May - August 2021

- Gained experience with customer service in a fast-paced environment, maintaining a positive and fun atmosphere. Selected out of the team to work with our special events team at summer events.

VOLUNTEER EXPERIENCE

Linking Hands for Learning

January 2023 - El Saucé, Nicaragua

- Traveled to a rural community in the mountains of Nicaragua to assist with the construction of a 60-student classroom building.
- Used direct outreach to raise funds and donations (totaling to more than \$5k) to support the construction and supply the classroom.
- Lived with a local family and served as a Spanish translator.