*Sarah E. Nuzzo*

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**EDUCATION**

James Madison University, Harrisonburg, VA

Bachelor of Business Administration, May 2013

Major: Marketing B2B

GPA: 3.196

Dean’s List, Spring 2012

**CLIENT RELATIONS MANAGEMENT**

**Financial Representative Intern**

*Northwestern Mutual Financial Network*  May-August 2012

* Analyzed clients financial situations, created a personal needs analysis, and

recommendations tailored to individual clients

* Developed networking and business relationship skills through creating a referral based clientele
* Collaborated with a team of network specialists and senior advisors utilizing their field expertise

**Administrative Office Assistant**

*JMU Office of Alumni Relations* March 2010-Present

* Facilitated relationships between alumni, the JMU community, and other organizations

or fields of study through phone, email, and in person interactions

* Assisted with the preparation and implementation of various major reunions/events of over 700 attendees
* Updated large databases of alumni information and event registration

**LEADERSHIP AND EVENT PLANNING**

**International Fraternity of Delta Sigma Pi,**Professional Business Fraternity

*Chancellor, Executive Position* May 2012-Present

* Delegated chapter meetings, elections, and trials of over 80 brothers

*VP Scholarship & Awards, Executive Position*  May 2011-2012

* Supervised weekly study hours and tutor sessions for current pledge classes
* Organized and oversaw the fraternity’s largest philanthropy raising over $700 for a fraternity scholarship
* Created the First Annual Rob Throo Softball Tournament in the remembrance of a recent brother that passed
* Executed a tradeshow exhibit raising over $300 for the 2012 Delta Sigma Pi Relay for Life Team

*Big Brother Mentor* September-December 2011

* Guided and supported a newly inducted member through a 9-week pledging process

**MARKET RESEARCH**

**Qualitative Consumer Research Paper**, Consumer Behavior Coursework January-May 2012

* Conducted and transcribed an interview on an individual in a consumer subculture

for further research and analysis with other interviews

* Authored a qualitative consumer research paper through analysis and methodology

identifying trends across subcultures

**Business Plan Development,** Integrated Functional Coursework August-December 2011

* Collaborated within a team of six peers to plan, organize, and execute a complete

business plan focused in the Northern Virginia/Metro DC area

* Led the marketing aspects which included an in-depth industry and competitive analysis, market

segmentation, positioning strategy, market forecast, marketing strategy, and created a brand image and logo

**COMMUNCATION AND TECHNICAL SKILLS**

* Licensed Life, Accident, and Health Insurance Agent in CT and VA
* Excellent Adobe Photoshop, Microsoft Office (Word, Excel, PowerPoint, and Access),

Twitter, Facebook, and LinkedIn skills

* Experience in RFP writing and proposal evaluation
* Excellent written and oral communication skills and the ability to adapt to various styles and guidelines