

# SARAH LUNDGREN

## CONTACT INFORMATION

**Phone:** (336) 749 - 1690

**Email:** sarahdlundgren@gmail.com

## EDUCATION

### UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

#### School of Media & Journalism

Bachelor of Arts in Public Relations

May 2015 - August 2019

#### College of Arts & Sciences

Bachelor of Arts in American History

May 2015 - August 2019

## SKILLS

FashionGPS

CisionPoint

Google Analytics

Formatting for SEO

Proficient in InCopy

Proficient in InDesign

Experience working with iContact  
newsletter, software

Photoshop Experience

Chartbeat

AP Style Proficiency

CRM Software (Hubspot)

Microsoft Office

Presentation skills

## REFERENCES

### Ashley Brownstein

Head of Logistics - Karla Otto New York  
(908) 514-0171

ashley.brownstein@karlaotto.com

### Keshauna Sanders

Logistics Coordinator - Karla Otto New  
York

(347) 882-0484

ksanders110@gmail.com

## EXPERIENCE

### BRAND PARTNERSHIPS ASSOCIATE

**Wolf & Badger | September 2020 - present**  
New York, NY

- Acquire new brands that align with the Wolf & Badger mission of facilitating growth and success for independent, ethical and sustainable brands globally
- Work closely with brands that are newly joined to facilitate success, smoothly onboard, and retain partnerships with the marketplace
- Edit products before going live on the site for clarity and SEO
- Work with members to support all inquiries, troubleshooting, and brand concerns through community support channels

### LOGISTICS ASSISTANT

**Karla Otto New York | June 2019 - August 2020**  
New York, NY

- Coordinated sample trafficking for over 30 different brands; kept detailed logs of all incoming and outgoing pieces, emails, etc.
- Stayed up-to-date with all industry-related news, not limited to Karla Otto brands and interests
- Helped execute all major logistical tasks in the office — from press day and fashion week to moving office locations

### ONLINE MANAGING EDITOR

**The Daily Tar Heel | August 2018 - May 2019**  
Chapel Hill, NC

- Led native brand awareness initiatives for the paper, including community mapping projects and polling
- Wrote a daily newsletter to a subscriber list of over 9,500
- Directed digital coverage for all major events, including toppling of Confederate monument Silent Sam and Hurricane Florence
- Created and distributed branding guides across all digital media channels to create consistency in messaging
- Edited, copyedited and composed stories for SEO about local events, politics, businesses and culture in Chapel Hill, NC; previously served as the Copy Chief

### PUBLIC RELATIONS INTERN

**Loro Piana, LVMH | June 2018 - August 2018**  
New York, NY

- Managed all sample trafficking within the office, overhauled and organized the sample management system for better efficiency
- Managed consignments from NY flagship store to clients, stylists and publications
- Assisted in preparation, invitations and gifting for the opening of the East Hampton flagship store

### DIGITAL INTERN

**The Frontlash | April 2018 - July 2018**

- Helped find and research sustainable and ethical practices of brands under the guidance of The Frontlash team and The Frontlash Code of Conduct.
- Requested samples, research styling and photographic inspiration.
- Social media management