



Sarah Michelle Rader

14605 34th Ave. N. Apt. 214 • Plymouth, MN 55447

sarahmrader@gmail.com • (314) 852-4662

EXPERIENCE

Trade Shows and Events Manager

Clearfield, Inc. • Minneapolis, MN

June 2015 – Present

- Plan, implement, manage and evaluate more than 150 national and international trade shows and events annually
- Develop and oversee inventory management of trade show assets and promotional items with external vendors
- Work directly with senior management, sales teams and product management to obtain appropriate messaging and maintain a consistent look and feel at all external events, visits and shows
- Oversee and coordinate all other corporate events including education forums, sales meetings and customer visits
- Led changes and maintain improved trade show lead capturing, follow up and nurturing program
- Manage travel schedules, drivers and maintenance of road-show trailers

Design and Production Specialist

Accent Signage Systems • Minneapolis, MN

April 2014 – June 2015

- Designed and produced prototypes for customers and promotional purposes
- Interpreted and followed job orders to produce accurate and high quality products

Marketing Coordinator

Asset Record Company • Minneapolis, MN

Dec. 2012 – March 2014

- Oversaw marketing material creation and distribution
- Implemented, managed and assessed multi-track automated email marketing campaign
- Designed messaging and multimedia collateral specific to Asset Record customer segmentation
- Researched and reviewed various marketing opportunities including trade shows and association membership

Lead Graphic and Production Artist

MetalMasters • St. Louis, MO

May 2011 - Dec. 2012

- Created, reproduced and formatted customer artwork into compatible production files
- Consulted with customers to develop design concepts and worked closely with them through final production approval
- Tracked the flow of production in order to keep an up-to-date and accurate line of communication with customers
- Supported and attended major trade shows as booth staff

Marketing and Design Intern

Pujols Family Foundation • St. Louis, MO

March 2012 - Sept. 2012

- Developed, created and delivered design concepts for 10 events and implemented product branding
- Successfully identified and solicited funding sources from 30 corporate sponsors for annual golf tournament
- Designed marketing materials for foundation events and campaigns

Licensed Property Intern

Adidas America • Bloomington, IN

Sept. 2009 - May 2011

- Assisted in planning, forecasting and budgeting apparel/uniform needs of Indiana University's 24 varsity athletic teams through its \$32 million contract
- Devised and maintained a successful system of tracking and organizing marketing merchandise
- Helped edit and design the print and embroidery for team apparel to ensure it was in strict compliance with NCAA and Indiana University standards

SKILLS

Proficiencies:

Event planning; team leadership; budgeting; vendor coordination; contract negotiation; email marketing; graphic design

Software:

Microsoft Office; Microsoft Dynamic; Adobe Illustrator, InDesign, Photoshop, Lightroom; Sharepoint; Infusionsoft

EDUCATION

Indiana University

Bachelor of Arts in Journalism and Jewish Studies • Bloomington, IN

May 2011

- Minor: Fine Arts - Studio Art
- Graduated with Distinctions
- GPA: 3.7/4.0

University of the Arts London and Arcadia University

Study Abroad and Internship Program • London, England

Jan. - May 2010

- Studied public relations while interning 20 hours a week at TheCrane.tv