



Sara Elizabeth Hall

CONTACT

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EDUCATION

Oakland University (2018)

**Bachelor of Liberal Arts and Sciences:
Communications Major
Sociology Minor**

- Honor Society
- 2nd place winner of 2018 Writing Excellence Award in Upper-Level Research Category

SKILLS

- Effective Communication
- Microsoft Office
- Social Media
- Video Production
- Research
- Marketing
- Sales
- Event planning
- Canva
- Press Releases
- Training
- Project Management
- Quickbooks
- Smart Station

EXPERIENCE

ASSOCIATE PRODUCER

07/2019 - Present

Visionalist Entertainment Productions, Wixom, MI

- Assisted executive director/producer with the completion of ten documentary films for Detroit Public Television, as well as over 20 client-based marketing video projects.
- Responsible for co-managing and co-curating content for 15 social media profiles on Facebook and Instagram.
- Attended over 500 sit-down interviews.
- Operated boom and lavalier microphone using TASCAM and Zoom recording devices. Adept at set-up and break-down of production equipment.
- Responsible for scheduling, coordinating, and photographing productions.
- Managed image/footage licensing and accreditation for productions.
- Recognized with Michigan Emmy Award for Best Documentary in 2022.

EXECUTIVE ASSISTANT/BRAND AMBASSADOR

02/2019 - 08/2019

Cura Cannabis Solutions, Detroit, MI

- Assisted chief expansion officer with expense reports, flights, scheduling, meetings, transcribing meetings, etc.
- Managed brand ambassador program by training new employees on product information, writing reports and scheduling demos.
- Formulated detailed marketing reports outlining presence, patient feedback, competitor updates, and additional information to support the marketing and sales teams.
- Delegated a two-day training summit for team members from Michigan, Oregon, California, Arizona, New York and Nevada.
- Managed SpringBig text blast account by creating copy and graphics for SMS and MMS messaging.

WRITER INTERNSHIP

10/2017 - 01/2018

New York Minute Magazine, Virtual

- Wrote three articles weekly on influential individuals and organizations to advance the magazine's feminist-based mission.
- Presented story pitches to the editorial team weekly, leading to the successful publication of several articles by both myself and colleagues.

MARKETING INTERNSHIP

10/2017 - 01/2018

Allied Global Marketing, Troy, MI

- Conducted market research on films to compile detailed reports for coordinators.
- Cultivated relationships with business owners, organizations, and social media influencers to enhance the promotion of film releases in Metro Detroit.

FINANCIAL SERVICES ASSISTANT

01/2018 - 10/2018

Investment Consulting Group, Birmingham, MI

- Managed clerical tasks, including answering phone calls, depositing checks, filing confidential client material, completed Roth IRA forms and other financial documentation, and data entry to ensure accurate record-keeping.