

# Sarah Reichard

607-425-6691

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## Skills

I am a highly organized and proactive professional offering 10 years of diverse leadership experience. Punctual and diligent planner dedicated to developing and implementing events to enhance people's lives. A positive and empowering attitude in all situations, confidently mitigating problems with creative solutions.

## Experience

September 2017 - PRESENT

**Crucible Racing, LLC. Lanexa, VA** – *Event Coordinator*; (Woodrow Wilson Bridge Half Marathon and 6k, Great Chocolate Race San Diego, Great Chocolate Race DC, Great Chocolate Race Long Beach)

- Submit permit, work with all sectors of public safety to coordinate road races across the country
- Seek out and hire volunteer coordinators, and volunteers
- Secure all vendors for each event (ex. traffic management, trash hauling, photographers, portable bathroom units, equipment rentals)
- Race day setup and execution of each event
- Maintain charity relationships

January 2017 - May 2017

**ClearShark LLC. Hanover, MD** – *Marketing Lead*

- Strategically planned and implemented marketing campaigns to help promote products/solutions that best fit with a customer's agency/company
- Coordinated social and content-focused events including, but not limited to: group trips, sporting events, cocktail parties, happy hours, dinners, technology seminars, solution-focused conferences and team-building activities.
- Handled funding and inter-company marketing dollars for these activities
- Managed all social media and website content for ClearShark

September 2014 - September 2016

**Across the Bay 10k & St. Michael Running Festival** – *Operations Coordinator*

- Managed all social media and website content for both events including 50,000 + email base, Facebook, Instagram and Twitter
- Digital setup, management and customer service for online and race weekend store
- Volunteer recruitment and management
- Maintained sponsor and charity relationships and their specific activations

- Oversaw relationships and order management with various designers for merchandise, runner, charity and sponsor deliverables, event signage and promotions
- Attended public safety meetings and maintained fluid relationships with all agencies
- Race day was an integral part of management team, volunteers, vendor load in, participant management, site and course setup, post-race cleanup and payment deliverables to vendors and charities

July 2012 - November 2014

**Bradford County Planning and GIS, Towanda, PA- *County Planner***

- Drafted and enforced government plans and policies concerning land use, zoning and public utilities within Bradford County
- Planned and presented monthly Bradford County Planning Commission meetings
- Held public meetings with government officials, lawyers, developers, and the general public to address issues relating to land and community development
- Coordinated and performed site inspections with engineers, surveyors, and business owners of major land developments

## **Education**

**Mansfield University, Mansfield PA - *Bachelors of Science in Geography with dual emphasis in Environmental Science and Watershed Management and a minor in Geology***

**Road Runners Club of America Certified Race Director - *Completed tasks established by the RRCA including sixteen hours of coursework and successful completion of the exam.***