

# Sara Stoma

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## WORK HISTORY

### CORPORATE COMMUNICATIONS INTERN

*WASHINGTON COMMANDERS, JUL 2022 - JUN 2023*

- Monitored media coverage daily for a report sent to senior leadership
- Researched and developed 14 separate reports depicting social and traditional coverage of major activations and events from the 2022-2023 NFL Season
- Produced event summaries for inclusion in weekly game release
- Assembled target media lists for outside market media
- Authored press releases and media alerts for company events and updates
- Worked closely with senior leadership on various projects
- Counseled internal business units on potential communications opportunities

### ACCOUNT EXECUTIVE

*ARGYLE PUBLIC RELATIONS, OCT 2021 - MAY 2022*

- Assisted in issue management, crisis communications and risk assessment services
- Managed client accounts with multiple work streams through project tracking and SharePoint management
- Produced weekly media reports on social and traditional mentions and pertinent industry issues for clients

### CAMPAIGN FELLOW

*NEXTGEN AMERICA, SEPT 2020 - NOV 2020*

- Communicated with over 1,000 voters during a crucial election period to gauge opinion
- Developed understandings of new technologies vital to campaign work

### SOLUTION ENGINEER INTERN

*ORACLE, JUN 2020 - AUG 2020*

- Mapped business needs of a mock client conducted a presentation to Executives
- Shadowed Business Development Consultants and Solution Engineers positions and learned cooperation between different employees

### SENATORIAL INTERN

*SENATOR CORY BOOKER'S OFFICE, JUL 2019 - AUG 2019*

- Analyzed state and federal issues to develop a deeper understanding of important policies
- Crafted memos for upper-level staffers in order to create brief understandings of complex issues
- Corresponded directly with constituents in order to help guide them with issues they were facing

### CAMPAIGN INTERN

*CAMPAIGN TO ELECT MIKIE SHERRILL, MAY 2018 - NOV 2018*

- Engineered paid canvasser program for the campaign to gain more access to voters
- Guided volunteers during canvassing shifts to make sure they were well equipped to speak to constituents
- Corresponded with over 1,000 voters the campaign chose to target

## ACADEMIC BACKGROUND

**UNIVERSITY OF MARYLAND, COLLEGE PARK**  
*2017-2021*

*BACHELOR OF ARTS IN GOVERNMENT & POLITICS*  
*BACHELOR OF ARTS IN COMMUNICATIONS*

## SKILLS & COMPETENCIES

Knowledge: Writing, Executive Management, Crisis Communications, Strategic Communications, Public Affairs

Technical: TVEyes broadcast monitoring software, Meltwater social intelligence software, Microsoft Office Suite, campaigning, copywriting, social media content creation