

# Sara Kulesza

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## University of Illinois

*Expected Graduation: 2026*

*Bachelor of Science in Advertising | Minors in Business, Journalism, and Public Relations*

- **Relevant Coursework:** Business Comm • Crisis Comm • Fundamentals of Sports Management • Finance • Marketing Comms • Public Relations Strategies • Research Methods • Sports Public Relations • Statistics
- **Clubs & Organizations:** AAF • Delta Zeta Sorority - Alpha Beta, *Media and PR Team* • Rowing Team

## PROFESSIONAL EXPERIENCE

**DCS Corporation, Marketing and Communications Intern – Remote, Alexandria, VA** *Aug. '25 - Present*

- Planned and drafted press releases, website/intranet content, event advertisements, and other communications to strengthen brand visibility and audience connections across multiple media channels for diverse target audiences
- Created and managed social media content, including daily posting, scheduling, monitoring, and reporting, which boosted engagement across platforms and expanded digital reach through consistent brand messages
- Developed creative marketing strategies and social media campaigns, aligning with company goals and audience needs to improve performance and message effectiveness in competitive markets and industry landscapes
- Collaborated closely with cross-departmental teams, leadership, and external partners to align communication strategies, ensuring consistency in messaging and strengthening stakeholder relationships

**U.S. House of Representatives, Congressional Communications Intern, Washington, D.C.** *May '25- Aug. '25*

- Drafted news and website columns, internal memos, and talking points for the Congressman, communications, and legislative teams; summarized key messages from interviews and recorded content for media and news outlets
- Generated and edited visual content and logos using Adobe Lightroom and Canva for the congressman's social media and the official website. Additionally, captured photo and video content during his events and meetings
- Surveilled and compiled national and local media mentions, documented thousands of constituent calls, and supported outreach efforts while engaging with staff, Congressmen, and Senators at other congressional offices
- Attended three live press events, coordinating media logistics and capturing real-time content while completing CAO courses in digital content creation and photography, gaining skills in editing, design, and optimization

**Within Your Reach Marketing, Marketing Intern – Remote, Mahomet, IL** *Aug. '24 – Dec. '24*

- Managed three client relationships by aligning marketing efforts with business objectives and measurable outcomes, while conducting social media performance analysis and applying innovative strategies that improved engagement and expanded reach by over 100 followers across multiple digital and social platforms
- Generated website designs and content edits to boost online presence, enhance functionality, optimize performance, and deliver seamless, business-focused user experiences across multiple platforms

**American Advertising Federation, Account Director, Champaign, IL** *Aug. '24 – Present*

- Managed creative and strategic campaigns for Ye Olde Donut Shoppe and Fabulove, designing graphics and writing listicles that helped increase sales, sell out products daily, and bring in more than \$100,000 in revenue

## PROJECTS

**The Sandage Project: Umon Tok, Account Director, Champaign, IL, & West Africa** *Aug. '25 – Oct. '25*

- Led a team of copywriters, strategists, and creatives to execute campaigns boosting donations and media traffic
- Communicated with the client to align strategy to ensure consistent messaging across domestic and remote teams

**Sara Kulesza's Personal [Portfolio](#), Creator** *June '25 – Present*

- Designed and maintained a professional portfolio website to showcase projects, campaigns, and creative work

## IMMERSION EXPERIENCE

**Student Advertising Career Conference, Manhattan, New York, NY** *Nov. '24 and '25*

- Participated in the American Advertising Federation's SACC, connecting with recruiters and professionals from Google, J.P.MorganChase, NBCUniversal, Paramount, Publicis, PepsiCo, Sony, The Trade Desk, and others

## RECOGNITION & SKILLS

- **Awards:** Congressional Management Foundation's Democracy Award for Best Constituent Experience in Washington, D.C (2025) • Jewish History Award at the Chicago Metro History Day Fair (2022)
- **Skills:** All Adobe Apps • Brand Strategy • Canva • Client Relations • Digital Marketing • Facebook • Instagram • LinkedIn • Meta Business Suite • Social Media Management and Marketing • WIX • WordPress • YouTube • X