

Sara Kulesza

Sarakulesza25@gmail.com | (847) 858 – 3263 | <http://www.linkedin.com/in/sarakulesza> | www.sarakulesza.com

University of Illinois at Urbana-Champaign

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

PROFESSIONAL EXPERIENCE

Publicis Media, National Video Investment Intern for APEX Exchange, Chicago, IL *Feb. '26 – Present*

- Cultivate relationships with senior leadership, including Account Executives, SVPs, EVPs, and CEOs, through strategic networking meetings, strengthening cross-company collaboration, and market insight within the industry
- Coordinate weekly deliverables between clients and major broadcast/media partners (including CBS, NBC, and ESPN), ensuring campaign requirements, schedules, and assets are accurately executed, updated, and aligned
- Analyze and manage campaign data using Excel and Adobe tools, maintaining pre- and post-campaign logs and cross-referencing flighting and flowcharts to ensure accuracy; support media investment reporting, vendor evaluations, and client presentations by developing summary charts highlighting guaranteed vs. delivered impressions and performance across key demographics, while participating in vendor briefings for potential partnerships

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

- Handled all aspects of social media, from daily content creation and scheduling to tracking performance and reporting while helping boost engagement to grow digital reach by keeping brand messaging consistent
- Worked with leadership, other teams, and partners to plan and run creative marketing strategies and social media campaigns. Made sure communications matched company goals and audience needs

The Sandage Project – Client: UMON TOK, Account Director – Remote, Sierra Leone, Africa *Aug. '25 – Oct. '25*

- Led a team of 15 copywriters, strategists, and creatives to execute campaigns boosting donations and traffic
- Communicated with the client to align strategy to ensure consistent messaging across domestic and remote teams

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

- Joined congressional meetings and briefings, and wrote internal memos, talking points, and other materials for the Congressman and senior staff. Summarized key points from discussions, interviews, and recordings
- Created and edited visual content with Adobe Lightroom and Canva. Took photos and videos at official events and meetings for use on social media and the official website to support public-facing communications
- Kept track of national and local media coverage, recorded constituent communications, helped with outreach, and supported media coordination at live press events in collaboration with internal teams

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

IMMERSION EXPERIENCE

Global Focused Adv Documentary, Accra, Ghana, Africa *March '26*

- Selected for an advanced, globally focused transmedia storytelling course centered on Ghana; engaged in immersive, cross-cultural journalism, special projects, and research, including visits to Ogilvy and Publicis Africa
- Designed and developed the Kayayei Youth Association's website and full brand kit (logo, typography, color system), creating a cohesive digital presence to amplify their mission and storytelling

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

VOLUNTEERING

Food Assistance and Hunger Relief Organizations *2016 – Present*

- Volunteered with Cake 4 Kids, Lasagna Love, and Feed My Starving Children by baking and decorating cakes, preparing lasagnas, and packaging food to support individuals and families in need locally and internationally

Shir Hadash Synagogue *Aug. '17 – May '21*

- Served as a Madricha at my synagogue following my Bat Mitzvah, assisting educators in the classroom and helping teach children Hebrew, oral traditions, and Jewish history

REGOGNITION & 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