

SARA KULESZA

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PROFESSIONAL SUMMARY

Media and advertising professional with hands-on experience in national video/linear investment, campaign flighting, vendor and client relations, and post-campaign reporting. Skilled in Excel-based campaign analysis, Adobe Creative Suite, and cross-functional client management.

EDUCATION

University of Illinois Urbana - Champaign

Graduated May 2026

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

EXPERIENCE

Publicis Media, National Video Investment Intern for APEX Exchange, Chicago, IL

Feb. '26 – Apr. '26

- Built relationships with 10+ senior leadership members (SVPs, CEOs, and more) driving cross-company collaboration on media strategies
- Managed 10+ weekly deliverables across several major broadcast partners (including CBS, NBC, ESPN, Hallmark, and Disney) and clients, such as TikTok and Walgreens, ensuring 100% campaign accuracy
- Analyzed and managed campaign data using Excel and Adobe tools, maintaining flighting/flowcharts and pre- and post-campaign logs
- Created reports comparing guaranteed vs. delivered impressions by demographics; supported vendor briefings and presentations

DCS Corporation, Marketing and Communications Intern – Remote, Alexandria, VA

Aug. '25 – Dec. '25

- Executed social media strategy across Instagram, Facebook, and LinkedIn, driving 20% audience engagement growth and 15% reach growth
- Partnered with leadership on creative marketing strategies aligned to organizational communication goals

U.S. House of Representatives, Congressional Communications Intern, Washington, D.C.

May '25 – Aug. '25

- Converted 7 weekly congressional briefings into actionable internal memos and talking points for senior staff and the representative
- Produced 50+ visual assets (Lightroom and Canva) and supported 6+ high-profile events including legislative briefings and community town halls to bolster public communication efforts
- Organized records of national and local media coverage daily, as well as logging 1000+ constituent comments & concerns

PROFESSIONAL DEVELOPMENT PROGRAMS

Automotive Advertising, Tokyo, Nagoya, Hiroshima, and Osaka, Japan

May and June '26

- Selected for a competitive automotive advertising program; analyzed global brand messaging at Toyota/Lexus, Subaru, and Mazda and completed a Dentsu Japan strategy tour

Global Focused Adv Documentary, Accra, Ghana

March '26

- Completed a transmedia storytelling program in Ghana with agency visits to Ogilvy and Inova BBDO Africa; designed a full brand kit and website for the Kayayei Youth Association

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

CORE SKILLS

- **Media Buying & Investments:** Campaign Flighting & Flowcharting • Vendor Negotiation & Evaluation • Broadcast & Digital Media Planning • Pre/Post Campaign Reporting • Budget & Schedule Management • Client Relationships
- **Tools & Platforms:** Excel • Adobe Programs (Creative Suite, Photoshop, Lightroom, etc.) • Canva • WIX • WordPress
- **Marketing & Social:** Brand Strategy • Digital Marketing • Social Media Management • Meta Apps & Business Suite

AWARDS & RECOGNITION

- Congressional Management Foundation's Democracy Award for Best Constituent Experience in Washington (2025)
- Jewish History Award, Chicago Metro History Day Fair (2022)

REFERENCES

Sam Armando, Darcy Bowe, Kristin Haarlow, Sean Ryan, and Sam Sussman