

SARAH FORD

Kemah, TX | 832-879-6097 | info@sarahford.studio | sarahford.studio | linkedin.com/in/sarah-ford-comm

EDUCATION

University of Houston-Clear Lake
Bachelor of Arts in Communication

Houston, TX
December 2025

- **Relevant Coursework:** Digital Photography, Publication Design, Crisis Communication, Public Relations Campaigns, Social Media Analytics, Event Planning and Project Management

San Jacinto Community College District
Associate of Arts in General Studies

Houston, TX
December 2020

WORK EXPERIENCE

Marketing/Communication Intern

The Health Museum | Houston, TX | June-August 2025

- Practiced and improved photography skills by covering various camps, demonstrations, events, and activities
- Assisted with shooting and editing short-form science education content for social media platforms
- Created and published graphics for social media platforms
- Created motion graphic trivia videos for the museum theater
- Attended and contributed to various planning meetings for social media and developing campaigns

Training Coordinator

Sam's Boat | Seabrook, TX | Fall 2019-Spring 2025

- Rebuilt training program to better suit the store's needs and maintained it by updating training and testing materials as needed
- Clearly and effectively communicated training materials and standards to incoming and existing servers
- Conveyed status of trainees to training and management teams to adhere to training schedule
- Lead and motivated team of trainers to achieve our goals of having a fun and successful training program to reduce employee turnover

Manager

Sam's Boat | Seabrook, TX | October 2021-April 2025

- Earned 9 years+ of experience beginning in 2014-advancing in position from host, server and trainer to manager
- Mastered effective communication and leadership skills in a high-volume establishment through problem solving, active listening, and multi-tasking
- Took photos and created graphics for social media platforms, maintained digital training and procedural documents
- Utilized and programmed point-of-sales systems that aided in \$3 million+ sales revenue, annually
- Input invoices, physically and electronically, in tandem with managing inventory that cost on average \$20,000

RELATED EXPERIENCE & ACTIVITIES

Coordinator and Instructor

Crawfish Camp | Seabrook, TX | January 2024, 2025

- Proposed, created, and implemented an annual workshop to train and refresh employees on standards and practices for the upcoming crawfish season
- Held a lecture accompanied by a creative, on-theme slide show to emphasize Sam's Boat's high standards for handling, selling, and serving crawfish
- Facilitated team-building games to strengthen camaraderie and set the tone for a fun and successful season
- Handcrafted on-theme goody bags containing both practical and fun items as take-away gifts that left a lasting impression on camp attendees

SKILLS & INTERESTS

Digital: Adobe Creative Suite (Photoshop, Lightroom, Illustrator, and InDesign), Canva, Microsoft Office (Word, PowerPoint, Excel, Outlook), Google Suite, PC and Mac systems.

Technical: Effective and creative communication, project management, web analytics (Meta Business Suite, Google Analytics), content creation, marketing, and management for social media platforms (Facebook, X, Instagram, TikTok, Pinterest, and YouTube), audience and statistical analysis.