

SARAH LIPSHULTZ

slipshu3@simon.rochester.edu | (786) 447-7647 | www.linkedin.com/in/sarah-lipshultz

EDUCATION

Simon Business School, University of Rochester

Rochester, NY

Master of Business Administration (A STEM [Science, Technology, Engineering, and Math]-Designated Program) May 2025

- Concentration: Marketing - Brand Management and Product Management
- Consortium Member; Forte Fellow; Chesonis Scholarship Fund Recipient
- Clubs: Simon Marketing Association - VP of Events & Partnerships, First Year Rep- Strategy and Alumni Engagement

University of Michigan Marsal Family School of Education

Ann Arbor, MI

Bachelor of Arts in Education with Elementary Certification

May 2020

PROFESSIONAL EXPERIENCE

Mars, Incorporated (Mars PetCare Division)

Nashville, TN

Marketing and Brand Management Intern

June 2024 – August 2024

- Directed Mars PetCare's first comparison ad campaign for GREENIES SMART ESSENTIALS dry dog food, collaborating with VidMob to strategically position the product against competitors.
- Created a marketing brief and provided social media campaign feedback, providing comparison ads for consumer feedback.
- Led a feasibility project for GREENIES cat dry and wet food, analyzing NielsenIQ data and presenting strategic recommendations to Mars VPs and CMO, achieving unanimous approval.
- Developed and executed a pricing strategy with cross-functional teams to integrate a potential GREENIES cat main meal product into the brand portfolio.
- Designed and conducted an AskSuzy survey with Pet Parent Insights, surveying over 500 consumers on a new GREENIES cat main meal product and identified new market opportunities.
- Conducted additional research to identify white space opportunities beyond the initial project scope, providing key stakeholders with a fresh perspective on the potential launch of a GREENIES cat main meal line.

Ranbow Education

Rochester, NY

Founder and Chief Executive Officer

April 2022 – January 2024

- Developed a business plan and defined product strategy, in collaboration with a Principal Product Designer, to ensure alignment with company mission and vision.
- Created and launched a Webflow website to help students self-regulate their emotions, achieved 923 users within two months.
- Partnered with educators and counselors to pilot the website in schools and presented a pitch deck to investors, securing feedback.

Austin Independent School District

Austin, TX

English As a Second Language (ESL) Teacher

August 2020 - April 2023

- Managed 2nd, 4th and 5th grade classrooms of 20-40 students and facilitated learning across all subjects by collaborating with grade-level teams of three other teachers to strategize and implement lesson plans and assessments for each week.
- Improved 5th grade classroom test scores by 50% over the school year by designing daily assessments and lessons aligned with grade-level standards and individualized to students' needs by implementing EdTech such as Imagine Learning and Literacy, Prodigy, GoNoodle, Padlet, Canvas, Dreambox and ClassDojo, to seamlessly provide active learning environments during COVID.

Social Media Manager for Cunningham Elementary School

January 2022 - September 2022

- Volunteered to lead the school's social media platforms, directed the "Improve School Enrollment" social media campaign, increased enrollment by 100 students and increased funding by \$100,000, received the Austin Independent School District's "Recognizing All Valuable Employees" award for achieving campaign objectives.
- Grew Instagram engagement by +783% within 30 days by curating content, designing branded templates, and launching a multi-platform campaign.

Breakthrough Collaborative

Miami, FL

AmeriCorps Teaching Fellow

June 2019 - August 2019

- Developed autonomous lesson plans for 7th graders, improved the learning environment, and earned two merit-based awards, both the "Teaching Fellow of the Week" award and the AmeriCorps Education Scholarship Award for educational contributions.

ADDITIONAL INFORMATION

- **Skills:** Tableau; Google Analytics; SQL; ChatGPT; Figma; Miro; Microsoft 360; Agile; NielsenIQ; Webflow