

# Sarah Abboreno Corbin

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*Highly creative tactician with excellent relationship building, community outreach and public speaking skills. Motivating and high energy leader. Accomplished engagement expert with demonstrated ability to drive results.*

## Education

**Master of Science, Education Administration and Foundations, Personnel Administration,**  
Illinois State University 1997  
**Bachelor of Arts, English, Women's Studies minor,**  
Illinois State University 1995

## Leadership Experience

### Founder, Leadership Director

2017-present

Free Fly Marketing, Oak Park IL

- Provides overall strategy and direction for independent authors, independent brands and burgeoning entrepreneurs. Creates social media content and messaging for small businesses to grow their online presence and increase their client base and profit.
- Connects small brands and authors to media publications in order to amplify their personal and brand stories.
- Creates and executes annual and quarterly marketing plans.

### Communications & Marketing Account Executive

2015-2017

Wilks Communications Firm, Oak Park IL

- Strategy - Plan, develop and execute communication and marketing strategies for global non-profits, food and consumer brands, and independent authors  
CARE.org, World Vision USA, All Children Reading, Living Water International, Dr. Tyra Manning Author, Liven It Up Events, Nielsen-Massey Vanillas, Rare Bird Preserves, iCoffee, Partners Crackers, Indian As Apple Pie, HeadTrash2, The History Factory
- Engagement - Build clients' brand presence by engaging constituent communities with dynamic web and social media platforms  
All Children Reading, [Twitter](#)  
Dr. Tyra Manning [Facebook](#), [Twitter](#), [Website](#), [Goodreads](#), [LinkedIn](#),  
Wilks Communications Group [Twitter](#), [Facebook](#)
- Influence - Forge relationships with print and broadcast media, bloggers and influencers worldwide; research and develop pitches to generate coverage of both hard and soft news  
Time Magazine/CARE USA [Here is what was inside the first ever care-package](#)  
NBC Chicago/Icing Smiles [Baking a Difference](#)  
Chicago Tribune/World Vision Gift Catalog [Elegant Table Decor](#)  
Overall engagement results: Over 12 million views in 2016
- Writing - Write a broad spectrum of public relations content - press releases, pitch letters, presentations and speeches, website copy and social media posts
- Events - Organize events, speaking engagements, author tours and interviews
- Production - Collaborate with designers, external influencers and industry experts to produce videos, graphic collateral and other material that meets the needs of key stakeholders, consumers, and internal teams.

### Member Services Specialist

2014-2015

Oak Park River Forest Chamber of Commerce, Oak Park IL

- Responsible for retention and recruitment of more than 400 members
- Coordinated multiple monthly member-driven events and group meetings to ensure robust organization and foster community among members
- Increased member participation and volunteer engagement
- Organized and executed new business ribbon cuttings with village and community ambassadors

- Directed all external marketing efforts including newspaper advertising, social media outreach, and monthly eblast communications

### **Sales Executive**

2010-2012

Wednesday Journal Publications, Oak Park IL

- Worked with local small business owners to manage advertising for businesses in Oak Park, Riverside, Forest Park, Brookfield, River Forest and other area communities
- Ensured advertising requirements for property managers, leasing agents were met
- Coordinated with Collaboration for Early Childhood to execute OakPark.com Childhood Guide

### **Owner/Partner**

2003-2008

Great Harvest Bread Co., Palos Park IL

- Opened small business through site selection, build out and grand opening
- Supervised 15-30 employees, assistant manager and farmers' market manager seasonally
- Responsible for purchasing and merchandising all accessory, gifting, corporate gifting and products
- Managed the following: production schedule, hiring and training employees, purchasing accounts
- Oversaw annual budget of more than \$500,000 in sales
- Participated in community outreach events such as: Bread slicing for community fundraisers (Turkey Trot Palos Park, Triathlon Orland Park Recreation), and facilitation of whole grain nutritional presentations for library and senior living
- Director of marketing: email newsletters, ad campaigns, marketing calendar creation, website management, and target promotions for holidays
- Managed all finances including, profit and loss, tax reporting, and employee payroll
- Planned, created, and executed all bakery events including artisan bread classes, children's birthday parties and tours

### **Sales Floor Executive Leader**

2003-2004

Target Stores, Crestwood IL

- Supervised four assistant sales floor managers and 60 -100 sales floor team members seasonally
- Managed profitability for sales floor work area producing over 15 million in annual store sales
- Oversaw scheduling process to ensure constant coverage to maximize Fast Fun and Friendly Customer Service
- Ensured path of succession for leadership team by coaching team members to work autonomously and toward higher levels of responsibility
- Processed all disciplinary documentation for absenteeism and underperforming employees
- Managed planogram and seasonal transitions for optimal merchandise flow and logistics

### **Human Resource Leader**

2000-2003

Target Stores, Crestwood IL

- Hired, trained staff ranging from 180-300 team members seasonally
- Trained team in areas of time management, diversity, harassment, target fast fun and friendly customer service policies
- Taught Target University for new store openings in Chicago area
- Worked with store team to develop and maintain efficient processes and sales growth
- Led Store Safety to ensure Occupational Safety and Health Administration best practice

### **Complex Director**

1997-2000

Western Illinois University, Macomb IL

- Managed residence hall complex of upper division students (800-1200 students)
- Directed all programming needs for 1200 young adults including monthly Senior Year Experience series
- Supervised 24 Resident Assistant Staff Members, 3 Graduate Assistant Staff Members, 1 union clerical, 18 front desk mail center staff
- Taught Student Leadership 120, credit based course for incoming resident assistant staff member.
- Coordinated with union leadership, WIU maintenance and WIU Student Services to maintain building facilities and repairs
- Summer Facilities Manager included detailing RFP's based on institutional policy for publication and process bids for summer maintenance projects
- Advised Student Board Organizations: Student Government Association, Siblings Weekend Committee, Lesbian Gay Bisexual and Transgender Student Alliance, Feminist Action Alliance

**Assistant Residence Hall Coordinator**

1994-1997

Illinois State University, Normal IL

- Supervised Front Desk including 18 staff members
- Advised Walker Hall Student Government Association, Advised LGBA Student Board
- Controlled & managed data-base for all night check in records for all university housing students
- Trained graduate level peers on topics such as Roberts Rules of Order, Sexual Harassment, Customer Service, Board Advisement & Board Member Training

**Consulting & Freelance****Co-Founder and Principal**

2008-2014

Local Oak Park, Oak Park IL

Work Wright, Oak Park IL

- Developed and executed local media strategy for small business owners: website launch, social media adaptation, press releases and varied journalistic content
- Consulted with retail business owners on profitable merchandising
- Built strategic plans for local business owners to improve overall health of the businesses and increase revenue
- Facilitated human resource compliance including standard operating procedures, creation of human resource manual, training and employee team-building
- Created leadership programming calendar for area independent entrepreneurs

**Shopping Editor**

2010-2015

OakPark.com, Oak Park IL

- Coordinated with advertising & editorial staff to create business and shopping features for special publications for the communities of Brookfield, Forest Park, Riverside, Oak Park, River Forest including award winning Fall Fashion 2012, Annual Holiday Gift Guide, Mother's Day special section
- Developed and maintained relationships with merchants in Oak Park and surrounding communities
- Worked with Village of Oak Park to create Channel 6 video series: This is Where I Shop
- Represented OakPark.com, Wednesday Journal & Chicago Parent at area high profile media events

**Certifications and Activities**

ACPA – Commission for Global Dimensions of Student Development, Marketing Communications Director

ACPA Conference Presentations:

Government and Private Partnerships Create Successful Revitalization (2016)

Diverse Needs for International Students through Alcohol and Drug Education (2016)

*Kindness Based Leadership Strategies to Develop and Maintain Creative and Innovative Work Cultures (2017)*

Community Leadership Program, Dominican University Brennan School of Business, 2014

Oak Park Art League, Marketing Chair 2014

West Suburban PADS, Have a Heart Fundraiser Auxiliary Board Member 2013, 2012

Illinois State Substitute Teaching Certificate 2013

Substitute Teacher Grades 3<sup>rd</sup> – 8<sup>th</sup>, St. Genevieve Catholic School, Chicago. 2013, 2014

Girls on the Run Coach 2014

Bethel New Life SBDC Mentor, 2013

Girl Scout Leader 2012 – 2014, GS Service Unit Food Drive Co-Coordinator 2014

Collaboration for Early Childhood, Community Member 2012, 2013

Charis Social Media Consultant, Loyola University 2013

First Aid Certification 2012

Food Service Sanitation Certification 2011

Orland Park Area Chamber of Commerce Member 2003-2008

Train the Trainer Target University, Facilitator 2002

Macomb Area Chamber of Commerce Rams Jam Committee Chair 1998-2000

Great Lakes Area College and University Housing Officers Conference Coordinator, Presenter 1997

Seven Habits of Highly Effective People, Facilitator (certification) 1997