

SARA DECKER

PUBLIC RELATIONS | COMMUNICATIONS | BRAND STRATEGY

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PROFESSIONAL SUMMARY

I am an NYC-based communications professional with a passion for storytelling, social media, and pop culture. After seven years working on and off-Broadway, I've developed the ability to think creatively, communicate clearly, and work with precision in fast-paced environments. I am now pursuing an MPS in Branding and Integrated Communications at The City College of New York, specializing in Public Relations, and I'm ready to bring some of that Broadway energy to Highwire.

EDUCATION

THE CITY COLLEGE OF NEW YORK

MPS, Branding and Integrated Communications — Public Relations track

New York, NY
Expected May 2027

HOFSTRA UNIVERSITY

BFA, Theatre Arts

Hempstead, NY
May 2018

PUBLIC RELATIONS EXPERIENCE

SALLY FISCHER PUBLIC RELATIONS

Public Relations Intern

Present

- Craft media lists to support targeted outreach.
- Create social media calendars to ensure timely, consistent posting.
- Develop social media posts and supporting copy.
- Edit newsletters and client-facing communications.

FREELANCE PROJECT - CAROLINE GOING FINANCIAL SERVICES

LinkedIn Personal Branding & Profile Optimization

2026

- Developed personal brand positioning and messaging for a professional LinkedIn presence.
- Wrote and refined profile copy, including headline and About section, to communicate expertise and value proposition.
- Directed profile presentation and visual consistency to create a cohesive, polished personal brand.
- Edited profile structure, messaging, and presentation to strengthen clarity and professional positioning.

SELECTED COMMUNICATIONS PROJECTS

TOKYO BOLD x DENTSU | [View Campaign ↗](#)

Integrated Communications Campaign | Graduate Project

2026

- Developed an integrated communications campaign to introduce a new ramen brand to American audiences.
- Identified and developed strategic partnership opportunities, including 7-Eleven, to extend the campaign into an integrated experience.
- Created key messaging, experiential concepts, and a rollout plan designed to build awareness and engagement.

LEGO x NEW YORK ROAD RUNNERS | [View Campaign ↗](#)

Integrated Communications Campaign | Graduate Project

2026

- Developed an integrated communications campaign connecting LEGO and NYRR through a strategic brand partnership.
- Leveraged audience and cultural insights to develop an experiential activation designed to bring the partnership to life.
- Translated research into a cohesive campaign strategy spanning experiential, social, and earned media opportunities.

ADDITIONAL PROFESSIONAL EXPERIENCE

THE GREAT GATSBY - BROADWAY

Dresser

New York, NY
2024-Present

- Coordinate pre-show readiness and support high-profile talent with timely transitions.
- Manage logistics and personnel flow during complex, time-sensitive quick changes.
- Ensure professional presentation standards and preparedness across team members.
- Maintain a calm, solutions-oriented demeanor under pressure in a live performance setting.

ESOSA NYC

Associate Costume Designer

New York, NY
2022–2024

- Researched trends and created decks for design presentations.
- Presented designs to directors and producers.
- Ensured designs were delivered on schedule and managed a team of four assistants.
- Led production meetings with other departments and brainstorming sessions with fellow designers.

SKILLS

PUBLIC RELATIONS

Media List Building | Social Media | Newsletter Editing | Brand Strategy | Research | Copywriting

TECHNICAL

Microsoft Office Suite | MuckRack | Slack | Canva | Google Meet | Microsoft Teams