

Sarah C. Mailloux Satterfield

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EDUCATION

- M.B.A. **University of Delaware**; Entrepreneurial Studies, Dec. 2021, GPA 4.0
- Continuing Education **Temple University**; Digital Marketing: Data Visualization & Smarketing Series
- Continuing Education **Temple University**; Women's Leadership Series
- Global Certificate **Southwestern University of Finance and Economics** in Chengdu, China;
Global Innovation & Entrepreneurship, July 2018
- M.S. **University of Delaware**; International Business, May 2018, GPA 4.0
- B.A. w/ Distinction **University of Delaware**; International Relations, May 2016, GPA 3.83
Concentration: International Political Economy
Minors: Legal Studies, Asian Studies w/ Language

ACADEMIC POSITIONS

Adjunct Instructor (August 2022 - Present)

University of Delaware Lerner College of Business

- Teach undergraduate courses for the College of Business; experience in marketing, finance, entrepreneurship, and general business studies
- Evaluate student success and professionalism
- Oversee teaching assistant and graduate assistance to manage the course deliverables

Academic Coach (Feb 2019 – Present)

- Provide feedback on student essay assignments and discussion posts to ensure mastery of material
- Create templates for grading responses and rubrics for assignments to create consistency
- Assessing students at the undergraduate and graduate level

Academic Coach at the following universities:

- **Florida International University**

- Academic Coach for classes: International Business Strategies

- **University of Delaware**

- Academic Coach for classes: Globalization and You, Managing the Global Enterprise, Globalization and Business, Business Ethics, Leading Across Boundaries, Leadership and Teams, International Marketing Management, Strategic Leadership Management, and Corporate Strategy

Peer Mentor (Jan 2018 – Aug 2018)

University of Delaware English Language Institute, Newark, DE

- Inspire and motivate international exchange students to become engaged on campus
- Facilitate discussion and connection among cohort within their classes
- Serve as a role model of professionalism and American cultural and academic expectations for students
- Plan and coordinate group activities for cohort

- Assist instructor during class time, contribute personal experience and opinions in class

Behavioral Research Lab Coordinator (2017-2018)

University of Delaware Lerner College of Business, Newark DE

- Direct contact for all coordination of research lab surveys and usage by professors.
- Run behavioral research lab during its scheduled events
- Data input and extensive use of Excel platforms for data analysis

Research Assistant (2015-2017)

University of Delaware, Newark, DE

- Participate in research for Professor Rujivacharakul's extensive article on Asian Art History
- Locate and retrieve documents, articles, and publications and organize them as instructed
- Analyze useful texts and provide professor with my own research on the topic
- Utilize extensive knowledge on the subject of Asian and Gandharan Art and Architecture

Admissions Officer (2015-2016)

University of Delaware Office of Admissions, Newark DE

- Filing admissions documentation and organizing student records
- Providing exceptional experiences to interested students through engaging and information tours
- Extensive knowledge of the admissions process and the University to provide outstanding customer service
- Strong team environment to engage team members, team leaders, and potential university students

CURRICULUM DEVELOPMENT

Course Design & Content Creator (August 2021 – Present)

Pennsylvania Small Business Development Centers Network, Kutztown, PA

- Create onboarding and orientation materials for statewide network including 150+ employees
- Consider and implement key Learning Objectives to construct organized content flow
- Create original content in multiple learning styles based on VARK methodology

Course Design & Developer (Jan 2019 – Present)

University of Delaware Lerner College of Business, Newark DE

- Update, maintain, and design canvas sites for graduate and undergraduate international business courses
- Provide new pages, new content, and layout to courses
- Designing the following courses: BUAD848, BUAD811, BUAD841, BUAD384, BUAD386

Program Analyst (2017-2018)

University of Delaware Lerner College of Business, Newark DE

- Analyze the University of Delaware Master's Program in International Business to maximize degree applicability, resources, and values to students.
- Extensive research of other universities for comparison and cross-reference
- Use Excel programs to organize data based on different values
- Work in direct contact with Assistant Dean of Global Programs and Partnerships to review and recommend changes to program

RESEARCH PAPERS

Master's Thesis:

Minimum wage workers and perceived organizational justice; How employment inequality negatively

affects company performance at the store level, 2018.

Undergraduate Senior Thesis:

A Revised and Detailed Account of the Gandharan Homme-Arcade and its Architectural Beginnings, 2016.

Legal Studies Senior Capstone:

A Brief Discussion of the Concepts of Law as it Relates to Women's Labor Equality, 2016.

Other Notable Works:

Manufacturing Employment and Education in Delaware, 2016.

China's Transformation: From Traditional Values to Western Influenced Modernity, 2016.

US Policy Regarding Tensions Concerning China in the South China Sea, 2014.

The Gender Issue in Modern Chinese Cultural Context, 2013.

Other Research Experience

How negotiator perceptions and power influence performance, Dustin Slesman, PhD

Effects of fairness on escalation of commitment behavior, Dustin Slesman, PhD

Consumer Behavior as related to Picky Consumers, Andong Cheng, PhD

PRESENTATIONS AND CONFERENCES

- Two day eCommerce for Small Business Consultants Professional Development track (8+ hours of content and presentation) (PA SBDC, April 2022)
- Twitter Basics for Entrepreneurs (Temple SBDC, March 2022)
- CRM (Customer Relationship Management) Basics (Temple SBDC, December 2021)
- Snapchat and TikTok Basics for Entrepreneurs (Temple SBDC, November 2021)
- Canva Basics for Digital Marketing & Design (Temple SBDC, November 2021)
- Getting Ready to Enter the World of Social Media (Temple SBDC, October 2021, January 2022)
- Third Party Platforms for Creative Entrepreneurs (Temple SBDC, August 2021)
- Marketing on Shoestring (New Kensington CDC, August 2021)
- YouTube Basics for Entrepreneurs (Temple SBDC, June 2021)
- International Ecommerce – Expanding Your Markets for Consultants (PA SBDC Growth Conference, April 2021)
- LinkedIn Basics for Entrepreneurs (Temple SBDC, April 2021)
- Marketing on a Shoestring (Temple SBDC, March 2021, June 2021, December 2021)
- Instagram Basics for Entrepreneurs (Temple SBDC, February 2021, October 2021)
- Ecommerce for Creatives (Scranton SBDC, February 2021)
- International Ecommerce – Expanding Your Markets (Temple SBDC and EYE, February 2021 and November 2021)
- Driving Online Sales (PA Farm Bureau Small Business Week, January 2021)
- Guest Speaker for Principles and Practices of Global Enterprises [BUAD415] (University of Delaware, Newark, DE 2020, 2021, and 2022)
- How to Start a Business (Goldey-Beacom College and University of Delaware, Multiple Presentations in 2020 and 2021)
- Undergraduate Senior Thesis Defense (University of Delaware, Newark, DE 2016)
- Thesis Review and Discussion (MIT, Cambridge, MA 2016)
- Art History Department Research Presentations (University of Delaware, Newark, DE 2015)
- National History Day State Level (Manchester, CT 2013)
- Yale Model United Nations Conference (New Haven, CT 2012)

ARTICLES REFERENCED IN

- [Lifelong Lerner: Sarah Mailloux](#), UDaily, June 24, 2022.
- How Small Business Can Survive Another COVID-19 Lockdown, Philadelphia Inquirer, August

24, 2021.

- Yelp is a great tool for small businesses as the economy recovers but it has dangers, too, Philadelphia Inquirer, March 20, 2021.

PODCASTS & INTERVIEWS

- MFG eCommerce Success - July 2022
- Make the Most of LinkedIn, Newton Business Association, October 2021
 - o <https://www.newtownba.org/podcasts/>
- MFG eCommerce Success – *Digital Marketing for Manufacturing Business*, September 2021
 - o Interviewed by Curt Anderson of B2BTail

CERTIFICATIONS & SKILLS

Export and Trade Counseling Certificate

U.S. Small Business Administration

Intermediate level certification to meet SBA requirements and capabilities of advising staff for assisting small business with exporting and importing processes and regulations

Certified Coach

Wendy Kennedy So What? Who Cares? Why You? Methodology

This methodology is used to teach individuals, early stage startups, and small businesses how to create ideas and innovations and turn them into strong value propositions and commercialization opportunities

UD Financials Certificate

University of Delaware

Completion of training on use of university financial systems, including UDataglance. Preparation of data through Microsoft Excel.

UD HR Fundamentals Certificate

University of Delaware

Completion of training on use of university human resource systems and policies.

Certified Copy and Print Professional

PosterJet, Brother Stampcreator, Adobe Photoshop

Computer Skills

Microsoft Suite, Google Suite, Salesforce, MAX, Datafaction, Constant Contact, Matter Management, UltraTax CS, Workpapers CS, WebLink, Quickbooks, SAS- JMP, CenterIC, Sprout Social, Hootsuite, Slack, Center IC, Neoserra, Canva, ArcGIS, Basecamp

MEMBERSHIPS AND ORGANIZATIONS

Spur Impact Mentorship Exchange

Mentor

The Millennial Summit Planning Committee

Positions held currently: Entrepreneurial track committee

Phi Alpha Delta Pre-Law Honors Fraternity International Alumna

Positions held while active: Recruitment Chair

Sigma Alpha Iota International Music Fraternity Alumna

Positions held while active: Social Chair

University of Delaware Marching Band
Positions held currently: Marching Technique Assistant
Positions held previously: Staff Leader
Rho Kappa Social Studies Honor Society Alumna

Previous Memberships:

University of Delaware Horn Studio and Ensemble (2014-2016) University of Delaware Trumpet Studio and Ensemble (2014-2016) University of Delaware Pep Band (2014-2016)
University of Delaware Symphonic Band (2013-2014) Intramural Football, Intramural Volleyball (2013-2016) Chinese Meditation Association (2013-2016)

INDUSTRY WORK EXPERIENCE

Associate State Director · January 2022 – Present

Pennsylvania Small Business Development Centers (hosted at Kutztown University)

- Oversight of statewide network of entrepreneur and small business consultants, totaling 150+ staff at 15 different universities throughout the commonwealth.
- Serve as the executive project leader to implement the network strategic plan including the goals, objectives and project plan to ensure high performance and quality of program delivery. This position also acts as the PASBDC network chief compliance officer relative to the SBA cooperative agreement and DCED PREP guidelines. The responsibilities include the design, implementation and review of 15 individual centers and specialty programs under the PASBDC to enhance the delivery of services to small businesses in Pennsylvania by the PASBDC Network.
- Responsible for management of statewide:
 - Marketing & Website Operations
 - IT and Communications
 - Financial Management
 - Data Management & Quality Assurance
 - Team Building & Employee Engagement

Program Manager · December 2020 – January 2022

Temple University, Small Business Development Center

- Provide digital marketing and small business growth expertise to the community, small businesses, and the SBDC network in PA
- Responsible for comprehensive development of programs and consulting regarding digital marketing and ecommerce within the center, management and tracking of deliverables and goals, and forecasting and reporting of client metrics
- Manage and organize over 200 webinars a year in digital marketing, ecommerce, social media, online sales, and more.
- Manage a team of training coordinators, marketing, and administrative staff to run webinar and training event operations efficiently and effectively
- Oversee Digital Connect student program; coordinating projects and time management for teams of students, project coaches, and business consultants as we pair small business clients with student developers for web design assistance
- Provide process improvement techniques and strategies for team and technical development; promote key process implementations and lean strategies to improve efficiencies
- Develop marketing strategies, graphic design and content strategies, and social media copy to be distributed by marketing team
- Oversee budget and financial management of \$1.2M and \$1.5M programs, including budget allocations, financial forecasting, and disbursement of funds.

Operations Manager · November 2018 – December 2020

University of Delaware OEIP, Small Business Development Center

- Work closely with Associate State Director to run the operations of the organization, including financial budgeting, human resources and employee engagement, strategic planning, change management, event management, data management, and grant reporting
- Develop, manage, and continually improve processes for entering/tracking client data, client verification, counseling, training, research and employee engagement initiatives through extensive experience in change management and positive leadership theory
- Supervise workflow of organization's Administrative Staff and graduate/undergraduate interns
- Manage large-scale communications, marketing and public relations projects, such as all social media marketing, article creation, website updates, press releases, event management, etc.
- Utilize program data to develop program narrative and proposal content for three separate federal grants, and strategically analyze KPI's of the organization to create necessary changes
- Organize and dispatch team members for various strategic outreach and event priorities as stated in grant requirements
- Use excellent organizational skills and attention to detail to direct and report on over 80 events a year, alongside managing over 600 clients allocated to the team each year
- Provide oversight and management of SBDC systems, including all government-required databases, all subscriptions, reoccurring fees, and operational expenses of the organization, and the LMS
- Key organizer and creator of organization's Accreditation documentation and received praise from Accreditors for insight and strong grasp on organization's strengths, weaknesses, opportunities, and challenges
- Lead on strategic plan implementation and process management for the entire team
- Represent organization at the leadership level when interacting with key stakeholders, such as government agencies, federal delegates, banking officers, etc.
- Use industry expertise to present trainings to community members; advise clients through one-on-one counseling

Wealth Management Account Manager · March 2018 – November 2018

WG & S LLP, Wilmington, DE

- Provide meticulously tailored accounting, financial management & tax services to over 15 key accounts, such as high net worth individuals, individuals in the entertainment and professional sports industry
- Manage accounts payable and bookkeeping for client accounts
- Prepare cash flow reports/bank reconciliations every month
- Record payroll, 401k, brokerage, money market accounts, and transfers on client books
- Navigation of multiple databases and expert use of Datafaction
- Utilize strong communication and organizational skills to handle all personalized client needs, including direct contact with clients, their staff, attorneys, vendors, etc.
- Record all invoices, cash receipts, disbursements, pocket checks, and journal entries quickly and accurately

Business License Account Manager (Jan 2017 – Aug 2017)

Corporation Service Company, Wilmington DE

- Manages 80+ Fortune 500 client portfolios, including second largest portfolio in the department, to ensure accuracy of license renewals
- In depth knowledge of insurance licensing, business licensing, and also departmental specialist on permit certifications (weights and measures, alarms, signs, Certificate of Occupancy, fire, parking, and inspections)

- Handling new applications for store openings, individual and agency licensing, proactively filing license renewals and new filings through city, county, and state jurisdictions
- Expert use of Salesforce, Outlook, and portfolio management to respond to customer needs
- Consistently recognized for invoicing and processing more orders than any other individual on the team month after month
- Consistently recognized by clients for my area expertise, quick responses, and ability to provide a trusted service
- Assisted project manager on implementation of technological and knowledge-based advancement projects
- Requested by operations management to form training documents to help other employees emulate my performance levels
- Trained new individuals for processing as well as account management
- Run daily productivity reports and grids to aid department organization and progress

Business License Research and Fulfillment (May 2015 - Aug 2015, May 2016 - Jan 2017) Corporation Service Company, Wilmington DE

- Proactively filing license renewals and new filings through city, county, and state jurisdictions
- Business software applications, maintenance and updating of company records
- Managed large research accounts, updating client records for all locations, as well as ensuring all business license requirements, documentation, and renewals
- Creating research packages for small business and multinational corporations alike to ensure compliance with all jurisdictional licensing regulations

Event Planning and Legislative Policy Intern (Jan 2016 – May 2016)

Delaware State Chamber of Commerce, Wilmington DE

- Detailed event planning and coordination assistance for Annual Superstars in Education
- Updating DSCC website with latest articles from members through use of WebLink Connect, as well as working on an extensive project to file dates for member occurrences in the Delaware Business Magazine
- Updating e-news articles and documenting viewer percentages on Constant Contact
- Created Legislative Scorecard for 2015, which is a summarized excel sheet for all bills introduced to legislation in the fiscal year, to be uploaded to website for member viewing
- Collaborate with Delaware Public Policy Institute (DPPI) to update website information and organize research from the last two decades into a navigable computer database

Investment Planning and Accounting Assistant (Jan 2016 – May 2016)

Ross W Burnam CPA, Newark DE

- Knowledge of UltraTax Systems 2015 to input client information and process tax returns at the personal and business level
- Data input for multiple Excel and database applications pertaining to personal and corporate dividend, stock, and earning/losses spreadsheets
- Use of Quickbooks to reconcile debit and credit accounts
- Extensive understanding of tax terminology, tax returns for personal and corporate filings through federal and state jurisdictions, as well as MD PPT, and relevant client information needed to file

Certified Copy and Print Professional (Jun 2014 – May 2016)

Staples, Torrington CT and Newark DE

- Provide prompt and attentive customer service to individual customers as well as small businesses and

large corporate managers

- Organize and create large scale business endeavors; designing from scratch in Adobe and printing and filing
- Expertise in business card making, binding, poster presentation and lamination, banner making, resume design, etc.
- Assist customer with product options and upsell for better sales and customer satisfaction

Other Retail Positions

Kmart (2012 to 2014)

- Footwear Department Specialist, Homewares Specialist, Inventory and Restock Management, Cashier
- Dick's Sporting Goods (2016 to 2018)
- Women's Apparel Specialist, Front End Supervisor, Cashier, Customer Experience Specialist

SMALL BUSINESS EXPERIENCE

Marketing and Administration Assistant (2019 – 2021)

NAWBO Delaware (National Association of Women Business Owners), Wilmington DE

- Coordinate all social media postings and marketing content
- Send out newsletters and event reminders through Constant Contact
- Handle registration, setup, and organization of events
- Handle administrative tasks such as documentation, main email inbox, website maintenance, etc.

Operations Specialist (2018 – present)

American Bounce, Pittsgrove NJ

- Handle set up and delivery of product
- Supervise and maintain safety of users at various events that are using product
- Tear down and packing of product from all events
- Expert customer service when speaking with B2B customers and end consumers

AWARDS AND RECOGNITIONS

MBA Alumni Leadership Award

University of Delaware, 2022

2022 Game Changer Award

Pennsylvania Small Business Development Centers, 2022

Torrington High School Marching Band Alumni Recognition

Torrington High School, 2019

Nominated and selected as the Alumni Spotlight for Class of 2013.

<http://thsmusic.net/sarah-mailloux--13>

4.0 GPA Recognition

University of Delaware, 2018

Recognized by the Lerner College of Business for completed my Master's degree with a perfect 4.0 GPA.

Graduate Assistantship and Full Graduate Study Scholarship

University of Delaware, 2017

Selected as the sole individual to receive a full scholarship for my graduate studies in International Business by the Lerner College of Business. This was awarded due to my distinguished credentials and work ethic.

Valued Employee Recognition

Recognized and awarded by Corporation Service Company for invoicing more orders than all other members on the team combined in the month of January. Also recognized for processing more members than all other members on the team combined in the month of January. Was recognized by the entire team for my hard work and tenacity.

Recognition of Early Graduation

University of Delaware

Attended the University of Delaware from 2013-2016. I graduated a year early due to the depth of college courses I took in high school and my high class loads during my time as an undergraduate.

Dean's List 2013-2016

University of Delaware

Was placed on Dean's List, which requires above a 3.5 GPA, for every single semester throughout my undergraduate degree.

David Pong Outstanding Senior in Asian Studies Award

University of Delaware Area Studies Program, 2016

This is awarded to a student that has shown incredible commitment to the study of Asian culture and language and who continues to bring his or her enthusiasm and hard work to the program.

Most Outstanding Sister

Sigma Alpha Iota, 2016

Voted Most Outstanding Sister for the year of 2016 for hard work and dedication in my commitment to furthering the aims of the fraternity.

David Pong Outstanding Rising Senior in Asian Studies Book Award

University of Delaware Area Studies Program, 2015

Usually given to seniors, an exception was made this year to award a rising senior for their perseverance and diligence in the area studies program. This is awarded to a student that has shown incredible commitment to the study of Asian culture and language and who continues to bring his or her enthusiasm to the program.

Women of Promise Award and Nomination

University of Delaware, 2015

Awarded to 70 women (out of the entire female student body) at the undergraduate level for recognition of their hard work and outstanding endurance. This award can only be awarded if a professor nominates the student and the faculty deems her worthy of nomination. This award is given to express the University's support and pride in female students that will become exceptional additions to society.

Most Community Service Hours Recognition

Sigma Alpha Iota International Music Fraternity, 2014

Over 70 hours of Community Service in Fall Semester of 2014.

Advanced Technology Materials Inc. Scholarship

ATMI, 2013, 2014

Given to a student who has proven exceptional prowess and drive in their work and who is deemed likely to excel in their college endeavors.

First Place Essay-District

National History Day, 2013

Was awarded first place at National History Day's District competition for my essay on Dadaism and its effects on Post World War I society.

Highest Ranked GPA: Female Scholarship

Torrington High School, 2013

Given to the female student of the senior class with the highest GPA.

Inez Stoeckert Award

Inez Stoeckert Family, 2013

For academic excellence and recognition in the community.

Harvard Book Club Prize Award

Harvard Book Club Foundation, 2012

For academics and extracurricular prowess