

# Sara Smith

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(858) 226-7686 | 2sarajade@gmail.com | San Francisco, CA

## Performance, Gameday, and Guest Experience Roles

### **Production Assistant | San Francisco 49ers (NFL), E2k Events x Entertainment | August 2023 – Present**

Facilitating presentation of the 100-yard American Flag for pre-game anthem. Assisting in logistics for the pre-game player runout tunnel. Finalist in 2023 Sourdough Sam mascot auditions.

### **Mascot Performer | Manchester City (Premier League) | December 2023**

Brought Manchester City's mascot Moonchester to life at the San Francisco stop of the 2023 Treble Trophy Tour.

### **Mascot Performer | Oski Committee (Cal) | March 2022 – May 2023, June 2024**

Performed as UC Berkeley's beloved mascot, Oski, at games and events. Interacted with students, fans, and campus officials at nearly 100 appearances. Notable performances include Big Game Cable Car Rally, PAC-12 Network commercial, Cal Day, and Lair of the Golden Bear summer camp. Represented Cal on the road at the USC game and PAC-12 football championship game.

### **Chief Marketing Officer | Oski Committee (Cal) | May 2022 – December 2022**

Managed Oski's digital footprint, including Instagram, Facebook, Twitter, and Reddit accounts. Ran an "Ask Me Anything" with over 70,000 views and 200 comments. Grew the Instagram by over 1,000 followers. Designed new recruitment flyers for the Committee.

### **Spirit Team Member | UC Rally Committee | January 2020 – May 2023**

Enthusiastically involved in Cal Spirit activities with the UC Rally Committee. Waved spirit flags, ran flags ahead of team entrances, set up card stunts, fired the cannon, guarded the banner, sang Cal songs, organized rallies, and protected the Stanford Axe. Held multiple leadership positions involving coordination with Cal Athletics, internal committee organization, and public facing events.

### **Director of Stunts (Student Section Card Show) | UC Rally Committee | April 2021– April 2022**

Lead the design and execution of Card Stunts, a Cal tradition since 1910. Organized a team of over 100 students to prepare and up to 2,500 students to perform the stunt at football halftime. Improved the Card Stunt generation computer program.

### **Director of Athletics (Spirit Flags) | UC Rally Committee | April 2020– April 2021**

Responsible for the Cal Flags and their appearances at games and events. Taught UCRC new members to wave large spirit flags. Led the design and acquisition of two new flags for the Rally Committee depicting the Stanford Axe and Oski. Repaired older flags.

### **Campus Ambassador | UC Berkeley Visitor and Parent Services | February 2021 – May 2023**

Entertained visitors to UC Berkeley on 90-minute walking tours of campus. Helped guests at the Campanile and Koret Visitor Center information desks. Campanile desk shift leader.

### **Captain | SRHS Color Guard and Winter Guard | August 2015 – November 2018**

Leader of the team for several seasons. Performed choreography combining dance, drill, and flag/rifle/sabre-throwing skills at home football games and competitions. Spearheaded new member recruitment efforts and tripled membership. Led team to state finals victory. Built large props for several shows. Earned department award for outstanding contributions to the music program.

## Education

**Ph.D. Student, Biomedical Informatics | University of California, San Francisco | September 2023 - Present**

**B.S. Bioengineering with Computer Science Minor | University of California, Berkeley | August 2019 - May 2023**

## Skills

- Mascot performance and management
- Fan interactions
- Planning and organization
- Unicycling