Sarah Smith

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Work Experience

Lecturer, Texas State University

August 2024 – Present | San Marcos, TX

- Earned an average of 4.36/5 student evaluation rating across 8 undergraduate agri-business courses.
- Taught 280+ undergraduate students annually across 6 core agri-business courses, and 8 total courses.
- Updated lecture materials and assignments across 6 courses to reflect current industry trends and build real-world, career relevant skills.
- Simplified complex economic concepts using visual aids, examples, and interactive methods to improve comprehension among diverse student groups.

Entrepreneur, 2S Land and Ranch Services

July 2023 – Present | Canyon Lake, TX

- Generating leads through digital and networking strategies resulting in $350,000+ revenue in first two years of business.
- Built and optimized a 15-page SEO-driven website, achieving first position ranking on Google for targeted keywords.
- Processed and edited multimedia content reaching 53.000+ interactions across Facebook, TIKTOK, and Instagram.
- Designed logo and full brand identity (color palette, typography) using Adobe Illustrator, Canva, Word, and implemented branding across all marketing channels.
- Promoting sustainable land management seeding 12+ acres of native grass building native and diverse eco-systems.

Adjunct Professor, North Central Texas College

August 2024 – May 2025| Remote

- Taught asynchronous online agriculture business courses, including livestock business management, Agriculture Economics, and Agriculture Finance.

Consumer Preference/Marketing Research, Texas State University

August 2022 – May 2024 | San Marcos, TX

- Created and conducted a survey resulting in 1,440 observations with QA/QC control questions, screening questions, and Best Worst Scaling technique – this created choice data for advanced modeling.
- Built and managed five separate datasets from the survey, each representing different agricultural product categories to analyze consumer preferences for farm-level attributes.
- Applied advanced econometric models (Conditional, Mixed, and Fractional Logit) in R and Stata, contributing to early-stage research on blockchain-enabled transparency in agriculture.
- Created 15+ data visualizations (tables, charts, and graphs) using R, Stata, and Excel to support presentations, reports, and publication drafts.

Education

Master of Science – Integrated Agriculture Sciences, Focus: Ag Economics

August 2022 – May 2024 | Texas State University

Thesis: Application of Blockchain Technology in Agriculture.

Awards: Agriculture Scholar Recipient, 1 of 14 students in the US chosen to attend conferences, round tables, and work with an ERS Economist on a year-long project.

Bachelor of Science Agriculture Sciences

August 2017 – May 2022 | San Marcos, TX

Awards: Dean's List Recipient: Spring 2022, Fall 2021, Spring 2020

Skills

R
Stata
Canva
Data Analysis
Digital Marketing
Develop Lectures
Word/Excel/PowerPoint
Video Recording and Editing
Knowledge of Data Structure