



# SARA HARBERSON

AMERICA'S COLLEGE COUNSELOR

For all media inquiries or for additional information,  
please contact Sarah Massari at 267-979-5500 or via email at [massari@saraharberson.com](mailto:massari@saraharberson.com)



# SARA HARBERSON

AMERICA'S COLLEGE COUNSELOR

Sara Harberson is known as America's College Counselor. With over 25 years experience, she is a nationally recognized authority on college admissions.

As a former dean of admissions and lifelong student advocate, Sara is frequently approached to serve as a college admissions expert for news outlets and documentaries. She has appeared on *NBC Nightly News*, *CNBC*, *ABC News*, HBO's *Vice News Tonight*, *CBS Evening News*, *CBS This Morning*, *The TODAY Show*, and Lifetime. Additionally, Sara has published op-eds in *The Los Angeles Times* and *USA Today*, has been featured in *People Magazine*, and has been quoted as an expert in national publications such as *The New York Times*, *The Washington Post*, *The Wall Street Journal*, and *Teen Vogue*.

Sara's book, *SOUNDBITE: The Admissions Secret that Gets You Into College and Beyond*, was published by Hachette Book Group. A student's admissions decision often comes down to a single sentence or "Soundbite" written by the admissions officer. In her book, Sara reveals the secrets of her signature college admissions tool, the "Soundbite," and shares tried-and-tested exercises that have helped thousands of students gain admission to their school of choice. With her groundbreaking book, Sara transforms the admissions process into an empowering journey of self-discovery, putting students' fate back into their own hands.

Sara has worked hard to ensure that all students applying to college receive the best advice regardless of their background. [SaraHarberson.com](http://SaraHarberson.com) houses Sara's weekly blog and free college admissions guides. Sara's popular Facebook Live sessions average 100,000 viewers per episode, and her Instagram Reels bring in tens of thousands of viewers each month.

In 2018, Sara launched Application Nation™, a private subscription-based Facebook group, to support students and their parents throughout the college application process. Application Nation has garnered 5,500 paying members, and has established itself as a supportive community of students and parents in 50 U.S. states and 23 countries worldwide. Application Nation has fast become the most powerful way for families of all income levels to navigate the college admissions process.

Sara's rare perspective is born from humble roots. She graduated from a large public high school in New Jersey, went on to graduate summa cum laude from Hamilton College and earned her Masters in Higher Education from the University of Pennsylvania. Sara rose through the ranks to become the Associate Dean of Admissions at the University of Pennsylvania, and then became the youngest Dean of Admissions in the country at Franklin & Marshall College. Wishing to work more directly with the students who so inspired her, Sara then turned to the other side of the process as the Director of College Counseling at the Baldwin School on the Philadelphia Main Line.

Sara is the only private counselor in the country who has led both an admissions office at a highly selective college and a college counseling office at an elite high school. Sara has read hundreds of thousands of essays and applications. She intimately understands college admissions from both the college and high school side. Sara's philosophy is that every kid applying to college deserves the best advice.

For all media inquiries or for additional information,  
please contact Sarah Massari at 267-979-5500 or via email at [massari@saraharberson.com](mailto:massari@saraharberson.com)



# SARA HARBERSON

AMERICA'S COLLEGE COUNSELOR

## QUICK FACTS

- Sara's goal is to help *every student* achieve the best version of themselves through the college admissions process and to create a path for their future lives, regardless of their background.
- Sara's first book, **SOUNDBITE: The Admissions Secret that Gets You Into College and Beyond**, was published by Hachette Book Group in April, 2021.
- Sara rose through the ranks to become the **Associate Dean of Admissions at the University of Pennsylvania**, and then became the **youngest Dean of Admissions in the country** at Franklin & Marshall College.
- Sara also served as the **Director of College Counseling at the Baldwin School** on Philadelphia's Main Line.
- Sara has read **over 250,000+ essays** from students all over the U.S. and beyond, and has **over 25 years of college admissions experience**.
- Sara's vision started with the launch of **Admissions Revolution**, a free membership site where she provided videos and guides for college-bound students and their families.
- Sara also launched **SaraHarberson.com**, a website that houses her weekly blog and free college admissions guides
- In 2018, Sara launched her **paid Facebook group, Application Nation™**, to provide direct, affordable access to her expert advice, training, and individualized guidance.
- Sara hosts several **Application Nation groups** each year with over 5,500 paying members.
- Sara regularly writes and speaks about **all topics related to the college admissions process and higher education**.
- Sara has the unique perspective of having led **both an admissions office at a highly selective college and a college counseling office at an elite high school**.

## THE NUMBERS

**5.5 million+** Facebook Live Q&A video views

**53,000+** Facebook followers

**29,000+** TikTok followers

**4 million+** video views on TikTok

**49,000+** Instagram followers

**9 million+** Instagram Reel views

Sara's blog currently gets **over 75,000 views** each month

**9 out of Sara's top 10** page views each month are blog posts

SaraHarberson.com site visits: **100,000+ per month**

Opt-in email database: **110,000+**

**185,000+ downloads** of Sara's free guides

Application Nation: **5,500+ paying members** since 2018



For all media inquiries or for additional information, please contact Sarah Massari at 267-979-5500 or via email at [massari@saraharberson.com](mailto:massari@saraharberson.com)