

SARAH E. LAWRENCE

Dedicated cross-media creator and marketing strategy enthusiast. I am driven by discovering the perfect audience, closing information gaps, and breaking down entry barriers through innovative marketing tactics.

GAZELLEFISH.COM

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EDUCATION

M.S. Print Media

Rochester Institute of Technology
Rochester, NY

Thesis: "Investigating Digital Publishing Trends Within the Consumer Magazine Industry"

B.A. Fine Arts

St. Lawrence University
Canton, NY

SKILLS

ADOBE CREATIVE SUITE

MICROSOFT OFFICE

WEBSITES / LANDING PAGES

GOOGLE SUITE

GOOGLE ANALYTICS / ADS

CONTENT MANAGEMENT SYSTEMS

PROJECT MANAGEMENT

TECHNICAL WRITING & EDITING

ILLUSTRATION & GRAPHIC DESIGN

BRANDING & STRATEGY

SOCIAL MEDIA & SCHEDULING

SEARCH ENGINE OPTIMIZATION

META AD MANAGER

EMAIL CAMPAIGNS

CANVA

FIGMA

EXPERIENCE

Growth Lead, Solar Studios

January 2023 - Present | Remote

- Lead sales strategy development for a startup publisher specializing in the tabletop roleplaying game industry. Spearhead dual crowd-funded product launches while working with multiple vendors.
- Craft comprehensive branding style guides, mission/vision/voice frameworks, and tailored assets for widespread company use.
- Drive dynamic social media and advertising campaigns strategically designed to boost conversions and cultivate engagement.
- Implement rigorous performance measurement mechanisms to analyze marketing effectiveness and ensure alignment with KPIs for optimal growth outcomes.

Marketing Manager, Summit Food Services

June 2021 - August 2023 | Remote

- Spearheaded strategic marketing initiatives to drive national sales team growth and elevate 500+ new and existing food service units.
- Orchestrated and executed cross-media collateral and dynamic campaigns, leveraging RFP & ABM strategies to optimize sales pipeline across multiple channels.
- Led a comprehensive rebranding effort for Summit, encompassing logo, mission, vision, and values. Collaborated with internal creative team and external agency to conceptualize and execute rebranding strategy tailored to retail market and dining programming, ensuring cohesive brand identity across all verticals.
- Managed marketing support for over 100 local and national trade shows annually, enhancing booth traffic through strategic design and impactful swag plans. Formulated post-show campaigns to maximize retargeting opportunities.
- Oversaw company-wide communications, producing monthly internal newsletter, digital news hub, and quarterly digital town hall to keep stakeholders informed and engaged.

Proposal Manager, ISS Guckenheimer

April 2019 - May 2021 | Remote

- Developed and optimized proposals, presentations, and associated documentation for sales opportunities, employing growth-oriented techniques to maximize effectiveness.
- Expanded proposal services to the facility division, enhancing the quality of final RFPs and facilitating the increase of overall market share.
- Implemented new internal processes to streamline proposal delivery, enabling greater customization and personalized client attention.
- Worked closely with the sales team to ensure uniform messaging throughout the customer pipeline. Played a key role in content management, ensuring marketing collateral and proposals aligned with growth-focused strategies and targeted audience needs.
- Facilitated cross-media information design initiatives to enhance brand cohesion and customer engagement.

FREELANCE CLIENTS

Gazellefish

2015 - Present

Provide clients with branding, content, web design, flyers and marketing materials in various industries including but not limited to:

Information Security, Psychiatry, Hospice Care, Construction, Retail Food Service

HIGHLIGHTS

Powerhouse Women in San Antonio
"Unfiltered San Antonio" 2019

Member / Co-Founder
"Curators of San Antonio"

Marketing Content Specialist, Petroleum Solutions, Inc.

July 2015 - April 2019 | San Antonio, TX

- Initiated statewide expansion of company presence and reputation through strategic growth marketing initiatives. Utilized social media, SEO techniques, and educational materials such as infographics, blog posts, websites, and landing pages to drive growth.
- Developed and implemented branding and best image practices across 11 branches in Texas. Ensured a cohesive and compelling brand identity throughout all branches.
- Represented the company at industry trade shows, actively participating in planning and executing internal and customer-specific events. Played a pivotal role in fostering engagement and relationships within the industry.
- Overhauled the company website to prioritize user-friendly experience and enhance SEO performance. Aligned branded assets with sales materials for a consistent and impactful online presence.
- Led creation of comprehensive educational resources, campaigns, and dedicated website for EMV technology implementation at gas stations. Drove awareness and education in alignment with strategic growth and customer service objectives.

VOLUNTEER EXPERIENCE

Curator/Co-Founder | Mantle Art Space 501(c)3

Dec. 2016 - April 2020 | San Antonio, TX

- Co-founded a 501(c)3 to provide artists from marginalized groups an opportunity to exhibit at little to no cost, without the pressure of having to sell pieces. Exhibits were held monthly with rotating artists and featured an annual juried show fundraiser.
- Hosted artist talks, workshops, figure drawing and community critiques at no-cost to drive fine arts exposure in downtown San Antonio
- Provided low-cost studio space to working artists