

# SARA ALEXA RICE

Digital marketer & communicator

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## ABOUT ME

Adaptable and creative marketing professional with experience in B2B, B2C, non-profit, and technology industries. I specialize in campaign execution, lead generation, creative project management, and marketing technology management.

## Skills & Certifications

- Hubspot Content Marketing Certification
- Hubspot Social Media Marketing Certification
- Account-based marketing
- Digital strategy
- Marketing automation
- Integrated marketing communications
- Adobe Creative Suite
- Google Analytics, Google Search Console, Google Ads
- Content Management Systems (WordPress, Kentico, Sitecore)
- Customer Relationship Management software (Salesforce, Hubspot, Pipedrive, NetForum)
- HTML/CSS

## EXPERIENCE

### INTERACTIVE MARKETING SPECIALIST, DATA SOCIETY

JULY 2021 - PRESENT

Created and executed the company's first digital strategy to grow brand awareness and increase sales pipeline, leading to an 81% increase in qualified leads • Responsible for website content updates and maintenance, collaborating with IT, UX, and SEO subject matter experts • Managed relationships with vendors and freelancers including PR agency, SEO agency, A/V vendors, and outsourced sales reps • Developed ABM campaigns and strategies through planning, execution, and analysis stages • Assisted with partnership marketing strategy and campaigns

### DIGITAL MARKETING STRATEGIST, FREELANCE

JULY 2020 - JUNE 2021

Supported the development of web content including blog posts, landing pages, graphics, maintaining site organization, metadata, and SEO for clients Paralyzed Veterans of America and a small ecommerce beauty brand • Produced website and social media audits and presented recommendations

### PROJECT MANAGER, CONTENT MARKETING & ADVERTISING, NATIONAL BUSINESS AVIATION ASSOCIATION

JULY 2019 - MAY 2020

Developed and executed content marketing strategies to drive awareness, thought leadership, and advertising revenue • Supported the editorial planning, production, and promotion of weekly podcast series and managed relationships with vendors and contributors • Created weekly and monthly analytics reports and dashboards tracking the performance of campaigns and presented to stakeholders • Assisted with departmental budget tracking and forecasting

### MARKETING & COMMUNICATIONS COORDINATOR, ASSOCIATION OF AMERICAN LAW SCHOOLS

MAY 2018 - JULY 2019

Contributed to development of a new digital strategy to increase awareness and engagement • Responsible for the execution of all email marketing efforts, including designing templates, scheduling, A/B testing, and collaborating with writers • Managed social media channels (Facebook, Twitter, LinkedIn, Youtube) and implemented new strategies to increase engagement

### SOCIAL & DIGITAL INTERN, CONSUMER TECHNOLOGY ASSOCIATION

JUNE 2017 - MAY 2018

Responsible for creating and updating social media content calendars for two brands • Assisted with the execution of digital advertising campaigns across Facebook, Twitter, and Google Adwords

## EDUCATION

### VIRGINIA POLYTECHNIC INSTITUTE & STATE UNIVERSITY (VIRGINIA TECH)

2017

BS, MARKETING MANAGEMENT • BS, PSYCHOLOGY