

SARA ALEXA RICE

Senior Digital Marketer &
Communicator

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ABOUT ME

Adaptable and creative marketing professional with 8 years of experience in non-profits, associations, technology, and government. I specialize in content creation, email marketing, social media, creative project management, and marketing technology management.

SKILLS

- Hubspot Content Marketing Certification
- Digital strategy
- Marketing automation
- Integrated marketing and communications
- Google Analytics, Google Search Console
- HTML
- Social media analytics tools (Hootsuite, Sprout Social, Meltwater)
- Content Management Systems (WordPress, Kentico, Sitecore)
- Customer Relationship Management software (Salesforce, Hubspot, Pipedrive, NetForum)

EDUCATION

VIRGINIA POLYTECHNIC INSTITUTE & STATE UNIVERSITY (VIRGINIA TECH)
2017 Bachelor of Science - Marketing Management, Psychology

EXPERIENCE

SENIOR MARKETING STRATEGIST - CONTRACTOR, OFFICE OF JUSTICE PROGRAMS - DECEMBER 2024 - OCTOBER 2025

- Oversaw the development of digital marketing campaigns to enhance awareness and engagement for clients.
- Managed all internal communications with clients and established weekly project status reports.
- Created monthly and quarterly analytics dashboard to measure marketing efforts and provided actionable insights to optimize reach and engagement.

MARKETING & COMMUNICATIONS SPECIALIST - CONTRACTOR, OFFICE OF JUSTICE PROGRAMS - APRIL 2023 - DECEMBER 2024

- Designed and implemented marketing and communications strategies to enhance awareness and engagement for clients.
- Collaborated with editors, graphic designers, and web content specialists to create email marketing and social media campaigns for funding opportunities, publications, statistical reports, webinars, and events.
- Produced monthly analytics reports to evaluate the effectiveness of marketing efforts.

INTERACTIVE MARKETING SPECIALIST, DATA SOCIETY- JULY 2021 - FEBRUARY 2023

- Executed the company's first digital strategy to enhance brand awareness and grow the sales pipeline, resulting in an 81% increase in qualified leads.
- Oversaw website content updates and maintenance, collaborating with IT, UX, and SEO experts.
- Managed relationships with PR and SEO agencies, A/V vendors, and freelance writers to ensure cohesive marketing efforts.

DIGITAL MARKETING STRATEGIST, FREELANCE - JULY 2020 - JUNE 2021

PROJECT MANAGER, CONTENT MARKETING & ADVERTISING, NATIONAL BUSINESS AVIATION ASSOCIATION - JULY 2019 - MAY 2020

- Developed content marketing strategies aimed at enhancing brand awareness, establishing thought leadership, and increasing advertising revenue.
- Contributed to the editorial planning, production, and promotion of a weekly podcast series while managing relationships with vendors and contributors.
- Assisted with tracking and forecasting the department's budget.

MARKETING & COMMUNICATIONS COORDINATOR, ASSOCIATION OF AMERICAN LAW SCHOOLS - MAY 2018 - JULY 2019

- Responsible for the execution of all email marketing efforts, including designing templates, managing content calendar, A/B testing, and collaborating with writers.
- Managed paid and organic social media (Facebook, Twitter, LinkedIn, Youtube).
- Contributed to development of a new digital strategy to increase awareness and engagement.

SOCIAL & DIGITAL INTERN, CONSUMER TECHNOLOGY ASSOCIATION - JUNE 2017 - MAY 2018