



# ZOË SADLER

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## ABOUT ME

Results-oriented marketer with 9+ years of management experience in providing integrated strategies and solutions for fast-growing organizations. Equipped with a record of success in brand development through email and text, organic social media, paid advertising, content creation, events and partnerships.

## INTERESTS



## EXPERIENCE

MAR 2021  
MAY 2022 Steel City Brand  
**Marketing Manager**

- Manage budget and ROI across all marketing initiatives
- Increase website traffic and conversion
- Work cross-functionally to ensure product launches, brand strategy, and go-to-market initiatives are cohesive
- Create and own marketing calendar for all marketing channels including email, social, text, website, events
- Manage and report on all KPIs
- Act as key point of contact for Digital Agency, ensuring all activities are on-brand and profitable
- Strategize, pitch and negotiate brand collaborations and licensing opportunities
- Establish goals and accountability for Creative Team and evaluate performance on a quarterly basis

JUL 2018  
MAR 2020 SnapRetail/ SnapRX  
**Vice President of Marketing**

Plan, execute, and measure all direct customer communication via email marketing, webinars, social media, paid advertisement and content marketing.

OCT 2015  
JUL 2018 SnapRetail  
**Marketing Content Manager**

Generate and produce content for guides, infographics, video and advertising copy. Assist in onboarding and customer case study creation.

APR 2014  
OCT 2015 SnapRetail  
**Marketing Consultant**

Consult with 200+ independent retailers nationwide on digital marketing best practices. Brainstorm strategic marketing campaigns for online marketing.

MAY 2013 Pittsburgh Symphony Orchestra  
**Public Affairs Associate**

Write and distribute press releases to local, national and international media contacts. Organize press kits and design season online advertisement.

## EDUCATION

2013 B.A. Advertising & B.A. Multimedia  
**Point Park University**

## SKILLS & EXPERTISE

Brand Marketing  
Marketing Automation  
Partnership Development  
Team Management

Social Media  
Adobe Creative Suite  
Email Marketing  
Copywriting & Content Creation