

# Sarah Stalker

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**PROBLEM SOLVER IN CHIEF – START-UP & GROWTH EXPERIENCE  
MARKETING, ADVERTISING, SOCIAL MEDIA & SALES PROFESSIONAL**  
Successfully managed \$6 million+ budget in 2019/2020

**10+ years of managing social accounts, sales, and teams. Experience with publishing & events; editorial marketing; managing both small- & large-scale campaigns; and scheduling content. History of developing KPIs; monitoring and improving all aspects of social campaigns; growing audiences & engagement; developing and building social strategy; and collaborating with multiple teams concurrently.**

## Core Competencies

**Emotional Intelligence • Learning Agility • Critical Thinking • Hands-On Problem Solving • Results Oriented • Attention to Detail • Strong Management Skills • Strong Social Media Skills  
Communication and Interpersonal Skills • Writing and Editing • Flexible & Adaptable**

## Relevant Skills

- Marketing and communication strategy development and implementation
- Newsletter and press release development
- Social media strategy development and implementation
- Facebook and Instagram focused ad creation, campaigns and analytics
- Initiating, fostering and maintaining relationships
- Building, mentoring and managing teams
- Managing multi-million-dollar budgets
- Excellent verbal and written skills
- Tradeshow experience as employee and exhibitor
- Continuous learning and skill development
- Maintain knowledge of trends
- Print, digital and event management

## Work Experience

**Ads and Performance Director Billy Merritt Marketing/DigiNinja 05/18-Present**

- Manage and direct teams and projects
- Create website, materials, marketing, social media content
- Create and implement operational processes and advertising strategy
- Build and maintain client relationships
- Create and manage Facebook campaigns
- Create and project manage CRM and client communication platform
- Interview, hire and train Ads Department personnel

### **Ads and Performance Director TECOBI 12/16-04/18**

- Manage and direct multiple teams and projects
- Create processes, mentor talent, develop advertising strategy
- Communicate with teams and clients
- Build and maintain client relationships
- Marketing and advertising planning and creation utilizing Facebook and Instagram
- Interview, hire and train people in the Ads Department

### **Social Media Manager and Sales Strategist Independent 01/03-Present (THE AMOUNT OF INDEPENDENT WORK HAS DEPENDED UPON MY OTHER DUTIES)**

- Consult with small and start-up businesses
- Develop and implement communication materials, plans, and overall strategy
- Create client-specific social media programs using multiple platforms
- Network and build relationships with and on behalf of clients
- Create websites and teach clients to utilize WIX
- Use Facebook and Instagram platforms for posts and ads
- Create logos and other graphics

### **National Sales Manager & Sales Consultant United Business Media 12/06-05/08**

- Recruit, interview, hire and train sales team
- Manage sales team and grow revenue in print, online and events/tradeshows
- Manage client relationships
- Develop and implement sales plans
- Manage marketing efforts and projects
- Develop proposals and client materials

### **Territory Sales Manager Altria/Philip Morris USA 05/00-11/02**

- Manage territory and merchandising employees
- Manage client relationships
- Develop and implement sales plans
- Manage marketing efforts
- Develop proposals and client materials
- Recruit, select, train and supervise sales team

## *Education*

**University of Kansas; May 2000** BA in Communication Studies 3.7/4 gpa, Honors Program  
BA in Advertising/ Journalism (3 non-core classes shy of completing BS) 3.9/4 gpa

## *Community Involvement*

**100 Good Women** Five-year elected board member helping find resources for people in need; provide Christmas for low-income and shelter residents; create and run volunteer events: provide newsletters, posts, and materials. **Lawrence Women's Network** Two-year elected board member working within the community to encourage and promote women in business; provide marketing, website, social media training and support.