

Sarah Bryen
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MARKETING, COMMUNICATIONS AND CREATIVE STRATEGIST

Results-driven marketing and communications strategist with over 15 years of experience across a variety of industries, offering full-life cycle project management, from strategy through execution.

Expert at leveraging data analytics and digital communications tools to drive growth. Content creator and graphic designer.

Built several marketing departments from the ground up, taking a hands-on approach to managing and working with a collaborative team.

Former service industry. I can sell anything, engage anyone, and handle difficult situations tactfully.

EXPERIENCE:

Winchester Equipment Company - 2022-2024

Marketing and Communications

Managed and executed marketing initiatives for five equipment dealership locations across Virginia. Created and launched the company's first foray into a digital advertising and marketing strategy.

- Wrote and designed all digital initiatives, using a data-driven approach to content creation
- Managed social media, from organic to sponsored content on Facebook/Meta, Twitter, X, and Instagram, growing followers by 40% and engagement rate exceeding all KPI's
- Launched a Google ads campaign for both search and display, embedded coding into the back end of the website to create a full content management cycle, used Google Analytics and other metrics to refine campaigns
- Built out sales funnel processes into a CRM

Brought in two million in traceable new customer sales in the first quarter of 2024.

eHealth Initiative and Foundation - 2020-2021

Digital Marketing Manager

Managed and executed the digital footprint for a telehealth advocacy nonprofit. Spearheaded the design of multiple publications and established the foundation for a comprehensive brand revitalization during a pivotal time in healthcare.

- Oversaw the management of webinars
- Liaised with payers, providers and corporate sponsorship to develop a stronger audience
- Developed an email newsletter with a substantial readership
- Designed all graphics in Adobe Creative Suite and Canva

Old City Marketing - 2014-2020, 2024

Consultant

Specialist in crafting impactful campaigns for clients through the seamless coordination of branding, messaging and positioning. Serves a diverse clientele, spanning from small businesses to politicians, federal government and pentagon officials, defense contractors and legal professionals, with an additional focus on retail, hospitality and the restaurant industry. Investor, Sassy Boutique.

Apex Home Loans - 2012-2014

Marketing Director

Launched the Marketing Department for a mortgage company, revamping deliverable branding and the company's approach to marketing, and building out a more robust online presence.

- Used traditional print and digital advertising strategies
- Handled all digital communications, including social media and website management, within applicable financial laws
- Managed PR and Media Relations
- Designed and managed marketing materials for 35 senior mortgage bankers, as well as for individual Realtors® and Real Estate firms, insurance, and title companies
- Hired and managed a team of staff

Alenia North America (Aermacchi/Leonardo/DRS/Finmeccanica) - 2005-2012

Manager, Marketing & Creative

Established and executed both the corporate and product GTM strategies of Alenia North America, a subsidiary of a well-known foreign defense contractor, at their first United States headquarters in Washington, D.C., primarily in the aerospace industry.

- Represented the company in the North American marketplace to military leadership and senior federal government officials
- Worked hands-on with the leadership team, including planning and traveling to special events, including trade shows, product launches, political and embassy events
- Managed a multi-million dollar budget and assumed responsibility for previously outsourced consultants for an annual savings of \$300,000 (in 2007)
- Handled PR and media relations and wrote press releases, statements and speeches
- Orchestrated product marketing campaigns for the C-27J on the Joint Cargo Aircraft RFP, partnering with L3 to sell to the U.S. Army and Air Force (USAF), as well as the G-222 for Afghanistan (DOD/USAF), and the T-100 aircraft (with Raytheon for the USAF's advanced pilot training (APT)). Designed print and digital advertisements, including billboards, as well as creating logo designs, vector graphics, and marketing collateral
- Created the original T-100 logo, a varietal of which is still on newer aircraft
- Negotiated sponsorships with Major League Baseball (Washington Nationals, Baltimore Orioles) and the National Hockey League (Washington Capitals) for charitable initiatives

Part of a team that secured billions in U.S. government contracts.

EDUCATION:

Columbia University - Post-Graduate/Professional - Digital Marketing: Customer Engagement, Social Media, Planning & Analytics

Penn State University - Bachelors - Marketing & Advertising (Strategic Communications)

OTHER:

Expert in Adobe Photoshop, InDesign, Illustrator, as well as Canva, Microsoft (Word, Excel, PowerPoint) and Google Ads/Analytics/Marketing, Facebook/META Ads Manager and Amazon DSPs. Can do basic video editing. Capable in most CMS (Wordpress, Drupal, Wix) and CRM systems - most Project Management and Marketing Automation systems (Salesforce, Hubspot, Marketo). Familiar with using AI technology, including chatgpt. Basic knowledge of HTML. I have experience in B2B, B2C, and B2G.