

# Sarah Michelle Buchanan

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## Background

I am a marketing professional with 8 years of experience. Along the journey I have had the opportunity to build a prominent analytics practice, help a startup launch their first and second products, lead digital strategy for large global brands and help artists create revenue from their passion. This path from social marketing strategist to marketing director has allowed me to work in a wide array of marketing channels but my greatest strengths are in strategy, analytics, social marketing and project management. I currently reside in Portland, OR but will be landing in the Kansas City area in the near future.

## Core Competencies

- Meet marketing and business objectives by developing and implementing intelligent strategy.
- Strong experience in analytics and reporting to measure success and identify opportunity for growth.
- Multitude of social marketing practices: influencer marketing, customer management, content marketing, drive awareness, build relationships with potential clients, support relationships with current clients, education, and build brand perception.
- Building and maintaining client relationships.
- Perseverance to educate myself in a rapidly evolving industry.
- Managing and developing professionals.
- Experience with a plethora of social marketing and analytics tools.

## Professional Experience

### **Director of Marketing, Marmoset, Portland, OR, October 2013 - Present**

- Lead strategy, development and innovation for website and product platform.
- Drove a 10% increase in monthly sales of click licensing platform over one year.
- Manage campaigns to maintain current clients as well as introduce new clients to Marmoset for music supervision and original music. Approximate 20% monthly revenue increase in last year.
- Communicate with artists to educate on successfully licensing music, being a sustainable musician and support at performances and music festivals.
- Build reporting and oversee analytics practice for Marmoset's social marketing, email marketing and product to inform new marketing strategy, evolution of current marketing practices and derive insight to inform current practices.
- Lead social marketing efforts to engage influential filmmakers, build relationships, create awareness, drive brand perception and ultimately drive traffic to site.

- Events marketing strategy and implementation at Photo Field Trip, SXSW, NAB, Pickathon, Doe Bay Music Festival and Timber.

**Director of Marketing, Tellagence, Portland, OR, March 2012 - November 2013**

- Developed strategy and implemented digital, content, public relations and event marketing campaigns for the launch of Tellagence and two products: Tellagence Discover and Tellagence Community.
- Managed planning, design and development of website, Tellagence.com.
- Worked with PR team and networked with highly influential social marketers to drive the awareness of Tellagence. This included articles in relevant publications such as Bloomberg Business Week and Huffington Posts, posts on influential blogs such as Rackspace blog and Spin Sucks and inclusion in the book Influence Marketing by Danny Brown and Sam Fiorella

**Director of Digital Strategy, Roundhouse Portland, OR Dec 2010 - Dec 2011**

- Developed campaign and brand messaging strategies for digital marketing, social marketing and paid media.
- Created brand and campaign-specific best practice social marketing guides.
- Educated and guided team on how new technologies and practices best benefit client brands.
- Clients: Xbox, adidas, Widmer Brother Brewing, Pinkberry, Brooks Running

**Senior Social Marketing Strategist, VML, Kansas City, MO, Jan 2007 – Dec 2010**

- Developed and fulfilled social marketing strategy from substantial research including: seeding content, activation, strengthening organic and paid search, social network management, blog recruitment and management, reputation management, identifying influencers and key online conversations.
- Developed cross channel analytics practice for Gatorade Mission Control, which drove analysis, insight and innovation. The practice was then diffused through PepsiCo.
- Derived insights from online research of client and competitors to create objectives and guide strategy.
- Presented in high pressure situations including new business pitches.
- Clients include – Gatorade, Cadbury Schweppes, HomeGoods, MetLife, Diageo, YRC, Microsoft, AMC, Sam's Club, adidas, SAP, Barilla

**Education**

University of Iowa Iowa City, IA Major: English Minors: Journalism, Italian  
 Università per Stranieri di Perugia Perugia, Italy: Four Months of Intensive Italian

References upon request