

# Sarah M. Lanse

6462853961 • smlanse@gmail.com • [linkedin.com/in/sarahlanse](https://www.linkedin.com/in/sarahlanse)

---

## Digital Marketing Director

Creative and business savvy Marketing and Communications Professional with nearly 20 years' experience across a broad range of media and marketing functions. Develops and implements marketing strategies with a demonstrated ability to increase sales.

### WORK EXPERIENCE

---

#### **PhotoBiz LLC** • 03/2022 - 02/2023

##### **Senior Digital Marketing Manager**

- Managed digital marketing campaigns through a variety of channels including web, mobile, SEO and pay-per-click
- Led the process for creating, editing and delivering high-impact content campaigns across multiple channels
- Oversaw accounts on search platforms including Google Ads, Bing, SEO, Facebook, Twitter, and Instagram
- Analyzed data and to improve digital performance and meet goals and KPIs

#### **Blue Ridge Companies** • 01/2019 - 03/2022

##### **Digital Creative Manager**

- Developed and implemented social media brand strategies, campaigns, and plans to build brand/company awareness
- Oversaw social networks, including Twitter, LinkedIn, Pinterest, YouTube, Instagram, Facebook, and TikTok
- Provided creative leadership, solutions, training, and problem-solving for innovative social brand and social creative
- Implemented and oversaw a highly-effective optimization strategy, including SEO analytics, content development, link building, social media, and vendor consulting
- Monitored and evaluated social media results in relation to company goals and benchmarks

#### **Goodwill Industries of Central North Carolina, Inc.** • 06/2015 - 01/2019

##### **Marketing Specialist**

- Designed and executed marketing and advertising campaigns, including in-store signage, social media posts, and various print and general advertisements
- Create, wrote, and designed content for social media platforms, execute SEO and Google Ads Grant
- Increased unique website traffic by 36% over goal and total website traffic by 30.5% for fiscal year 2017-2018
- Key team member in managing large events, including fundraisers and career fairs, including managing all print, digital, and social media marketing and handling outside vendors

#### **Century Products LLC**

##### **Digital Marketing Specialist**

- Created social media presence
- Designed, wrote, scheduled and managed all social media posts including copywriting and image creation

- Wrote and maintained company blog
- Used digital marketing techniques to increase web sales by more than 80% from 2013-2015.
- Created marketing and sales materials

## EDUCATION

---

### **Master's degree in Jewish/Judaic Studies**

Gratz College

### **BA in Jewish Studies**

University of Maryland

### **BA in Journalism**

University of Maryland

## CERTIFICATIONS

---

**Google Ads Search Certification**

**Social Marketing Certification**

**Google Ads - Measurement Certification**

**HubSpot Academy - Content Marketing Certified**

**Google Ads Display Certification**

**LinkedIn Marketing Solutions Fundamentals**

**HubSpot Academy - Social Media Certification**

**Google Ads Creative Certification**

**Hootsuite Platform Certification**

**Google Analytics Certification (GA4)**

**SEO Certified**

## SKILLS

---

Adobe Illustrator, Adobe Photoshop, Asana, Brand Management, Google Ads, Google Analytics, Blogging, Social Media Marketing, Multimedia, Digital Marketing, Public Relations, Slack, Copywriting, Graphic Design Skills, Zoom/Google Meet/Microsoft Teams, A/B Testing, Adobe Acrobat, Marketing Strategy, AP Style, Hootsuite, Microsoft Office, G Suite, Digital Media, Social Media, Buffer, Paid Social Media Ads, SEO/SEM, WordPress, Verbal and Written Communications