

SARAH M. LANSE

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DIRECTOR, MARKETING AND CONTENT PRODUCTION

Marketing Strategy | Digital & Social Media Marketing | Branding



Resourceful, innovative, and solution-driver senior marketing leader with a proven track record in digital content creation, social media marketing, and adeptly managing multi-channel campaigns. Recognized for meticulous attention to detail and recognized for the ability to craft, strategize, and execute marketing and communication strategies across a wide array of social and visual platforms. As an omni-channel marketer, excels at fostering brand awareness, engagement, and consistently surpassing performance benchmarks.

Core Competencies

- Digital Content Marketing
- Social Media Planning and Curation
- Paid Social Media Ads
- Content Ideation & Brainstorming
- Interdepartmental Collaboration
- Copywriting & Editing
- Demand Generation
- Data Analysis & Reporting
- Managing Outside Vendors
- Multimedia
- Excellent Communication Skills
- Team Management
- Public/Media Relations
- SEO Strategy & Analytics
- Storytelling & Brand Narrative
- Project Management & Prioritization

Tools & Technology: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat, Adobe Express), AP Style, Asana, Blogging, Brand Management, Buffer, Canva, ChatGPT, Copywriting, Digital Marketing, Digital Media, G Suite, Google Ads, Google Analytics, Graphic Design Skills, Hootsuite, Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), SEO/SEM, Slack, WordPress, Zoom/Google Meet/Microsoft Teams

Professional Experience

2022 – 2023 • PHOTOBIZ | GREENSBORO, NC

Senior Digital Marketing Manager

Spearheaded digital marketing strategy, including research, copywriting, performance monitoring, and campaign analytics. In close partnership with the Creative Director, oversaw the creation and design of pay-per-click ads for social media and Google, while also optimizing the company website's SEO.

- *Led and designed 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/X, and Instagram.*
- *Analyzed data to improve digital performance and meet goals and KPIs.*

2019 – 2022 • BLUE RIDGE COMPANIES • High Point, NC

Digital Creative Manager

Developed and implemented social media brand strategies, campaigns, and plans to build brand awareness. Provided creative leadership, solutions, training, and problem solving for innovative social brand creative. Implemented and oversaw a highly effective optimization strategy, including SEO analytics, content development, link building, and vendor consulting.

- *Managed more than 300 social media accounts for more than 40 apartment communities and the corporate headquarters.*
- *Implemented brand strategies for Facebook, Twitter/X, Instagram, LinkedIn, Pinterest, YouTube, and TikTok.*
- *Monitored, evaluated, and reported social media results in relation to company goals and benchmarks.*

2015 – 2019 • GOODWILL INDUSTRIES OF CENTRAL NORTH CAROLINA, INC. • Greensboro, NC

Marketing Specialist

Revamped the organization's marketing strategy with a substantial positive influence on sales. Orchestrated multi-faceted campaigns encompassing billboards, extensive news coverage, website revitalization, dynamic social media engagement, targeted social media advertising, and initiated a compelling success story blog series. Executed SEO and Google Grants. Secured partnerships with local TV and radio stations and social media influencers. Collaborated extensively with the retail team to enhance sales performance via a blend of digital and traditional marketing approaches.

- *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.*
- *Oversaw comprehensive marketing efforts across print, digital, and social media platforms, which included collaboration with external vendors.*

2012 – 2015 • CENTURY PRODUCTS, LLC • Greensboro, NC

Digital Marketing Specialist

Launched, strategized, and executed social media presence. Conceived, authored, scheduled, and oversaw all social media posts, encompassing copywriting and image composition. Trained sales team on appropriate use of social media. Formulated a comprehensive social media content calendar for distribution among the sales team. Authored and continually curated company blog. Conceptualized and developed a dynamic eCommerce website using WordPress.

- *Implemented digital marketing techniques to increase web sales by more than 80% from 2013-2015.*
- *Crafted compelling marketing and sales collateral with precision using Adobe Photoshop and Illustrator.*

2006 – 2012 • WFMY News 2 • Greensboro, NC

Multimedia Newscast Producer

Conceptualized and produced newscasts, including managing reporters, anchors, directors, photographers, guests, and others involved in newscast production. Precision-timed newscast down to the precise second. Exceptional in continually meeting rigorous TV broadcast deadlines.

- *Wrote, produced, and copyedited scripts for newscast as well as promotions to market newscast content.*
- *Produced, coordinated, conceptualized, researched, and wrote special projects including a history of the International Civil Rights Center & Museum to celebrate its grand opening.*
- *Assumed the pivotal role of lead producer for live events, notably for demanding scenarios such as severe weather coverage.*

Education & Professional Training

BACHELOR OF ARTS, JOURNALISM • **University of Maryland, College Park**
 BACHELOR OF ARTS, JEWISH STUDIES • **University of Maryland, College Park**
 MASTER OF ARTS, JEWISH STUDIES • **Gratz College**
 LEADERSHIP GREENSBORO • **Greensboro, NC Chamber of Commerce**

Volunteer Work

2018 – Present • ALTERNATIVE RESOURCES OF THE TRIAD, DBA GREENSBORO PRIDE

Secretary & Media Specialist

Execute print, radio, and digital marketing for the organization and the festival. Conceptualize and create social media content.

- *Head the Social Media Committee, spearhead vendor and sponsor registration, and manage volunteer program*
- *Design map and assign booth spaces to vendors and sponsors.*
- *Key executive committee member in increasing attendance from 15,000 in 2018 to 35,000 in 2022.*
- *Created copy and managed outside vendor for creating new website launched in 2023.*

2019 – Present • LEADERSHIP GREENSBORO ALUMNI ASSOCIATION

Events Coordinator