

# SARAH BURKHART

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SARAHBURKHART.COM

## EDUCATION:

University of Nevada, Reno: Bachelor of Science in Marketing

## RELEVANT EXPERIENCE:

Bonneville International / Audience in Motion

January 2022 - Present

### Account Manager (January 2024 - Present)

- Manages daily activity of account relationships, ensuring client retention and satisfaction
- Establishes growth opportunities by identifying client needs using first and third-party data
- Collaborates with cross-functional teams to develop strategically tailored solutions to drive revenue growth for 10+ accounts
- Conducts regular client meetings and presentations to communicate performance metrics, address questions, and explore opportunities for upselling and cross-selling
- Maintains accurate records of sales activities and customer interactions in salesforce

### Sales Marketing Specialist (January 2022 - January 2024)

- Created customizable sales collateral to clearly communicate digital product offerings to clients
- Implemented processes and systems to streamline proposal and recap PPT presentation creation to ensure effective client servicing resulting in +\$1,000,000 in revenue
- Authored and published industry-relevant content for the [bonnevillebayarea.com](http://bonnevillebayarea.com) lead generation site, resulting in closed business exceeding \$600,000 in 2023, showcasing expertise and driving client engagement

TRU Venture Marketing

March 2021 - January 2022

### Digital Advertising Associate

- Provided full-funnel marketing services for 6 SaaS startups
- Managed multiple paid advertising campaigns from start to finish on Facebook, Google, Twitter, and LinkedIn daily and presented to key stakeholders weekly
- Recommended and A/B tested adjustments to landing pages, email campaigns, and product messaging for multiple clients resulting in an increase in ROI
- Designed websites in HTML, WordPress, Hubspot, and WebFlow
- Performed new client lead generation outreach via LinkedIn Sales Navigator and SEO-optimized content

HP INC. Palo Alto

May 2020 - June 2021

### Demand Generation Marketing Team Member

- Won 2<sup>nd</sup> place for most impactful business project presentation out of 50+ nominees
- Developed an online marketing strategy and strategic position for HP.com to target the “Creative Pro’s” segment based on quantitative research and competitive analysis resulting in an actionable. The result was a concrete plan that attracted hundreds of thousands of advertising dollars allocated to the campaign
- Gained an understanding of a wide variety of marketing channels including SEO & SEM

## ACTIVITIES AND VOLUNTEERING:

- Alumni of Alpha Chapter Pi Beta Phi Sorority, University of Nevada, Reno, 2017- 2021
- Rescue Scuba Diver and Emergency First Responder Certified working towards Master Scuba Diver, 2024