

SARAH J. SMITH, MBA

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MARKETING EXECUTIVE | STRATASMITH PRINCIPAL

Innovative Marketing leader who fuels explosive growth with strategic marketing and product excellence

Strategic Marketing Leader with B2B, SaaS, and technical marketing expertise driving revenue through content marketing, demand generation, SEM, and CRM orchestration. Delivers positive ROI and leads product campaigns from development to execution, creating innovative marketing strategies that balance product, content, PR, digital, and social media to accelerate marketing and sales funnels. Advances strategic marketing plans to capture and retain customers while collaborating with C-Suite leaders and sales teams to deploy targeted product marketing campaigns. Manages vendors to ensure ROI and serves as a true partner in revenue generation. A transformative leader at strategic, functional, and tactical levels that exemplifies authenticity, transparency and resilience.

INNOVATIVE STRATEGIES FUELING DEMAND FOR RENOWN B2B, TECHNOLOGY, AND SAAS BRANDS

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|-------------------------------|---------------------------------|------------------------------------|
| ▪ Account Based Management | ▪ Brand & Creative Strategy | ▪ Product Marketing Management |
| ▪ Demand Generation | ▪ Vendor Management | ▪ Research & Data Analysis |
| ▪ Growth Marketing Strategy | ▪ SEO, SEM, & PPC | ▪ Strategic Alliance Orchestration |
| ▪ Content Marketing Campaigns | ▪ Sales Projections and Revenue | ▪ Social Media & Digital Marketing |
| ▪ Customer Acquisition | ▪ Email Marketing Campaigns | ▪ Website & CRM Operations |

PROFESSIONAL EXPERIENCE

Principal of Stratasmith enabling B2B and B2C clients to grow their online reach, attract audiences, and increase revenue.

FIDO Alliance | Portland, OR | 2024-2025

IT open standards association focused on strong user authentication

DIRECTOR OF MARKETING: Led team to amplify FIDO Alliance's mission, driving brand awareness, public relations, digital engagement, and industry adoption through strategic campaigns, content development, and partner collaboration.

- Led comprehensive product launches, including Passkey Central and FIDO Face Verification Certification, resulting in 25 new #1 ranked keywords, a 430% increase in organic traffic, and a 120% rise in SQLs.
- Revamped the Authenticate 2024 website, boosting registrations by 10%, adding 5 top-ranked keywords, and achieving a 15% year-over-year traffic increase while increasing followers by 250% and real-time event engagement by 1200%.
- Enhanced FIDO Certifications webpages through targeted campaigns, achieving a 20% increase in total and organic search traffic and a 33% year-over-year rise in direct traffic.
- Oversaw strategic content initiatives, including public relations, research reports, and awareness guides, to drive engagement and conversions for digital and in-person events.
- Directed high-impact sponsored events and webinars, leveraging promotional materials to drive engagement

GoMaxPro | Phoenix, AZ | 2023-2024 (contract)

SEM Optimized Website Services, PPC, and SEO Content and Digital Marketing Agency.

DIRECTOR OF MARKETING: Developed B2B and B2C sales pipeline, built partner alliances, automated AI and CRM workflows. Led team of writers to create digital marketing, social media campaigns, and product content on customized websites.

BreachLock | Amsterdam & New York, NY | 2022-2023

Multimillion-dollar international penetration testing as a service (PTaaS) company.

DIRECTOR OF MARKETING: Recruited as first Marketing Leader for organization, providing strategies to fuel revenue, address brand messaging, and improve content development. Led team of marketing professionals and overall brand strategy, leveraging analytics-driven, comprehensive marketing campaigns.

- Drove marketing team to achieve 300% revenue growth, from \$1.8M (2021) to \$6.9M in 2022, with projected revenue increase of 44.9% in 2023.
- Revamped the company website and branded content, leading to a 25% increase in traffic, a 320% growth in impressions, a 5-point improvement in average search position, a 500% increase in ranked keywords, a 53% boost in organic conversions, a 67% rise in PPC-attributed conversions, a 47% decrease in CPC, and aligned stakeholder efforts with ideal customer profiles through an SEO-optimized, UX-focused strategy.
- Managed all marketing initiatives to drive revenue for sales team, guiding public-facing content, communications, public relations, PPC advertising, LinkedIn campaigns, executive thought leadership, and product launch of EASM platform.

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Orca Security | Portland, OR | 2022*Cloud security company start-up with \$20M in annual revenue.*

SENIOR CONTENT MARKETING MANAGER: Managed team of 5 and developed and executed global content marketing strategy to drive awareness, demand, and leads for organization. Developed and executed content marketing strategy, creating high-quality and engaging content with highly targeted SEO embedded, and leveraged analytics to improve demand generation.

- Contributed to 300% revenue increase due to strategic content initiatives delivered during tenure (\$6.8M to \$20.3M).
- Increased attributable MQLs by 250% and doubled SQLs by leveraging a successful content marketing strategy focused on SEM, social media, partner marketing, and product marketing content to drive conversions.
- Implemented a data-driven marketing strategy that increased website traffic by 70%, boosted brand visibility through a 13% rise in ranked keywords and a 140% surge in backlinks, and ultimately drove significant sales growth.

Deepwatch | Tampa, FL | 2021-2022*Leading private managed detection and response provider start-up*

CONTENT MARKETING MANAGER: Directed 5-person team and developed and executed content marketing strategy, partnering cross-functionally across multiple departments to support overall company goals. Engaged with SEO agencies and vendors to optimize content. Served as marketing liaison for Threat Research Team to create compelling technical security messaging used by influencers and buyers. Led Security Competency and MSSP Level 1 channel content requirements to accelerate AWS relationship.

- Generated \$1.7M in attributable revenue and increased website traffic by 450% through high-touch relationships with sales; revamped website content focused on persona-focused keywords, technical SEO, and increased content cadence.
- Led marketing team, serving as chief liaison with Threat Research Department, to deliver real-time customer and prospect communications; translated technical CTAs into highly engaging blog content to increase traffic and expand distribution.

Critical Insight | Seattle, WA | 2017-2021*Private cyber security start-up*

CONTENT STRATEGIST: Managed development and delivery of content marketing strategy across all channels, including content marketing, SEO, PPC, social media, email marketing, and channel marketing.

- Improved website traffic by 310% over 3.5 years and social media engagement by 250%, leveraging integrated marketing strategies focusing on relevant buyer and influencer SEO content.
- Led the partner marketing program to grow partner customer conversions and drive channel attributable revenue.
- Managed email marketing to drive \$4.7M in MQLs and \$2.3M in attributable revenue over 3.5 years.

CBT Nuggets | Eugene, OR | 2016-2017*Global online IT training organization*

EMAIL MARKETING MANAGER: Developed and guided email marketing strategies aligned with company's overall marketing and sales objectives. Partnered with marketing and sales to deploy engaging and profitable email marketing campaigns. Managed team of marketers to meet performance objectives to deliver highly targeted, seamless email marketing experiences.

- Delivered end-to-end CRM platform migration from HubSpot to Pardot, managing full scope of projects and external agency resources; migrated 200+ web pages to preserve SEO, 100K emails, and 50+ evergreen email marketing campaigns.
- Revamped scoring and grading methodology and lead-to-revenue framework to qualify high-value MQLs and SQLs, resulting in 140% in MQLs, 25% increase in account-based sales, and annual revenue increase of 22%.

Dawley and Associates - State of Alaska Tourism | Seattle, WA | 2014-2016*Digital marketing agency that manages State of Alaska tourism website*

DIGITAL MARKETING SPECIALIST: Oversaw email marketing campaigns and increased website traffic to TravelAlaska.com and NorthtoAlaska.com by 20% and 55%. Managed \$1M in annual PPC campaigns for multiple clients, maximizing performance.

EDUCATION & PROFESSIONAL DEVELOPMENT

MBA in Product Management – March 2025 Summa Cum Laude, Colorado State University Global

BA in Journalism and Advertising – University of Minnesota Twin Cities

SEM Management Certification – Central Washington University

Google Analytics 4 & AdWords Certification