

Sarah Whaley

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CORE COMPETENCIES

- Highly organized.
- Proficient in customer service and engagement.
- Strong networking and communication skills.
- Able to multitask exceptionally well.
- Proactive, self-starting, creative, and efficient.
- Great with both collaborative teamwork and autonomous work.

SPECIFIC PROFICIENCIES

- Monday.com
 - With API Certification
- Microsoft Office
- Adobe Lightroom, Photoshop, Premiere, and Acrobat
- Canva
- BaseCamp
- AirTable
- Slack
- iOS and Microsoft
- HootSuite
- RingCentral
- Keap
- Proposify
- Appointment Core
- What Converts

EDUCATION

Bachelor in Vocal Music

Minor in Writing

Liberty University | 2017-2018

Master in Digital Marketing—Social Media Management

Liberty University | 2019-2021

ABOUT ME

I am a highly organized and creative professional with a drive to never stop learning. My greatest passion is to serve others through the knowledge and talents I've been given.

With me, deliberate mediocrity isn't an option because I believe in doing the very best with all I have to offer.

RELEVANT EXPERIENCE

Marketing Operations Manager

2023-Present

Buffini Brand Studio - Buffini & Company

- Overseeing the project management systems for the entire marketing department within the organization.
- Serving as the primary point of contact within the management structure.
- Developing and implementing a comprehensive project management system for all marketing campaigns, events, and virtual webinars.
- Leading a team of project managers assigned to each vertical within the department

Traffic Manager

2022-2023

- Managing 150+ projects per month through the Buffini Brand Studio.
- Keeping consistent cross-departmental relationships between marketing strategists and creatives.
- Successfully creating an efficient project management workflow for a team of 80+.
- Developing dashboards and time management tracking systems to ensure knowledge of all departmental stats.
- Continually training and onboarding staff on new communication processes.
- Creating engaging training materials to ensure the ease of transition and knowledge for all staff.

Account Manager

Practice Promotions

- Constantly staying in contact with 30+ clients to make sure that the product we are creating is exactly what they want/need to drive their business.
- Working in close collaboration with multiple graphic designers to relay all info from the client.
- Building up entire monthly newsletters for each client with clear calls-to-action, enticing designs, and relevant information.
- Selling additional print products to drive business for clients.
- Handling financial charges with all clients through online software.
- Maintaining a busy schedule, meeting with ALL clients at least once a month.
- Keeping track of stats through online call-tracking softwares and digital stats through digital e-newsletters.

Events & Social Media Coordinator

Sodexo USA

- Acting as the point-of-contact for outside vendors and departments in coordinating all dining events and social marketing strategies.
- Collaborating with the fellow marketing team members to create assets for marketing needs.
- Creating the content calendar for all social needs.
 - Conception, Copywriting, organizing, gathering assets, follow-through, and analytic tracking.
- Engaging with students, faculty, and outside sources through digital campaigns to promote dining sales.
 - Successfully doubled sales through campaign strategies.