

SARAH GAERTNER

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TARGET: SALES PLANNER AT DISCOVERY, INC.

Sales Assistant at Discovery, Inc. pursuing the position of Sales Planner on Bundle 2. Strategic thinker with skilled and energetic approach to written and oral communication. Brings sales, digital marketing, client relations and account management experience. Desire for continued learning and understanding of the broad dynamics of the industry and has passion to contribute the team's goals and growth.

WORK EXPERIENCE

DISCOVERY INC; CHICAGO, IL

MARCH 2019-PRESENT

SALES ASSISTANT

- Partner with national advertising agencies to execute strategic linear commercial delivery on Discovery's networks, including Food Network, Discovery Channel, Oprah Winfrey Network and TLC
- Manage clients such as Walmart, Kraft, Behr Paint, Dicks Sporting Goods, Chick Fil A and Jimmy Johns, ensuring correct placement, creative direction and frequency of advertisements
- Manage more than \$10 million of clients' budgets on a quarterly basis, delivering on purchased impressions
- Work with Account Executive and Marketing Department to assist in client correspondence and requests, aiding in promotional assets, material deadlines and approvals

GUERRERO MEDIA; CHICAGO, IL

JUNE 2018- MARCH 2019

CONTENT & ADVERTISING MANAGER

- Partnered with EVP/SVP & C-Suite executives from the healthcare industry to craft media supporting strategic market development, talent attraction, branding initiatives and long-term marketing goals
- Worked with global marketing and communication teams to uncover opportunities in our network and media platforms that support or ignite marketing initiatives
- Developed and maintained relationships with advertisers at healthcare organizations that position them as industry experts and integral partners to our audience of C-Suite executives

ARCALEA DIGITAL MARKETING AGENCY; CHICAGO, IL

SUMMER 2017

DIGITAL MARKETING INTERN

- Digitally marketed through search marketing, content marketing, and paid advertising for various brands to include Level Office, ConcieveAbilities and Guerrero Media
- Audited clients' current digital marketing presence using analytics tools, such as SEM Rush and Ahrefs
- Participated in client meetings and sent conference reports to clients and boss
- Authored 5 blog posts to boost Google ratings for clients and Arcalea websites

EDUCATION

MIAMI UNIVERSITY; Oxford, OH

AUGUST 2014- MAY 2018

Major: Strategic Communication, Minor: Sociology

STUDY ABROAD: ANGLO-AMERICAN UNIVERSITY; PRAGUE, CZECH REPUBLIC

FALL 2016

LEADERSHIP EXPERIENCE/INVOLVEMENT

- Lead Sales Assistant on Discovery's Walmart, Behr Paint, Chick Fil A & Dicks Sporting Goods "Premiere" Accounts

SKILLS

Google Analytics certified; Google AdWords certified; HubSpot certified; Proficient in Microsoft Office; Proficient in Zendesk CRM; Proficient in Salesforce