

# SARAH SOENKE

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## EXPERIENCE

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### CU Denver's Jake Jobs Center for Entrepreneurship

#### Assistant Director of Marketing & Communications

04/2022 – Present

- Lead, execute, and optimize data-driven marketing and communications strategy to recruit, retain, and engage students and community partners in entrepreneurial education and activities
- Prepare, manage, and report on annual marketing and communications budget of \$180,000+
- Directed launch campaign for new Master's in Entrepreneurship degree program, resulting in 36 admits, 20 enrollments, and estimated revenue of \$96,720 in its first year
- Monitor, analyze, and forecast performance metrics and KPIs to help achieve recruitment, attendance, and revenue goals; provide regular and ad hoc reporting with insights and recommendations for strategic planning, program management, and brand elevation
- Serve as principal investigator (PI) for TechUp grant-funded programs, including leading and managing execution of all programmatic, financial, compliance, marketing, and reporting aspects
- Collaborate with university partners to plan and execute campus marketing campaigns, events, and programs to raise awareness of the Jake Jobs Center and its offerings
- Hire, train, and supervise full-time recruitment manager and student marketing assistant

#### Marketing & Communications Manager

01/2020 – 04/2022

- Managed day-to-day content development, refinement, and measurement of all marketing communications, including email, social media, video, printed and digital handouts, public relations, and website management
- Planned, created, and implemented digital campaigns and advertising strategies to increase awareness, enrollment, and retention in all entrepreneurship courses and programs
- Led strategy for student success, including the facilitation of student orientations, info sessions, focus groups, advising appointments, surveys, and other engagement events
- Supervised and trained team of student hourly employees in marketing and operations
- Served as staff advisor for the Collegiate Entrepreneurs' Organization chapter at CU Denver

### CU Denver's Business School

#### Senior Digital Marketing Professional

04/2019 – 01/2020

- Strategized, developed, and managed paid digital ad campaigns with \$240,000 budget across Google, Facebook, Instagram, and LinkedIn to decrease CPA by 30% and increase CTR by 210%
- Wrote and optimized CRM messaging on Slate and Pardot for all programs' enrollment flows
- Created and managed all marketing and communications efforts for the Jake Jobs Center, including organic and paid social, digital ads, donor cultivation materials, proposals, and promotional and retention collateral for academics, events, and programs
- Supervised and trained five student marketing assistants for both teams

### Travelers Haven & Hotel Engine

#### Content Marketing Specialist

04/2018 – 02/2019

- Performed website optimizations using A/B testing, user surveys, and SEO audits to increase engagement and organic growth by 58% YoY
- Created and updated go-to-market materials, from 30-page user guides to sponsored content and digital ads, for new products, features, and services
- Established and maintained consistent branding, buyer personas, and editorial guidelines to unify brand narrative and copy across all platforms

**Copywriter**

**04/2017 – 04/2018**

- Wrote, edited, and managed request process for 140+ pieces of sales enablement collateral, including one-pagers, presentations, blogs, emails, case studies, digital ad campaigns, landing pages, and other print and digital materials
- Created and tracked 50+ email campaigns that averaged 34% open and 14% click-through rate

**Sitrion**

**Marketing Coordinator**

**11/2016 – 04/2017**

- Supported sales development team with data management, reporting, and curation of 300+ qualified leads per week via Salesforce
- Improved and coordinated marketing operations through sustainable CRM database practices, email campaigns, and social media management

**5280 Magazine**

**Editorial Intern & Freelance Writer**

**07/2016 – 01/2017**

- Fact-checked and edited content throughout print magazine, from small blurbs to 20-page features
- Contributed stories on local issues (e.g., housing, climate change, events) for print and 5280.com

**Northwest Quarterly Magazine**

**Deputy Editor**

**06/2015 – 06/2016**

- Wrote, designed, and filmed content for 11 issues per year and weekly WREX-TV news segments
- Designed and coded mobile-friendly microsites in HTML, CSS, and JavaScript for special features

**EDUCATION**

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**Master of Business Administration (MBA), Business Intelligence**

**12/2022**

University of Colorado Denver

**Bachelor of Science, News-Editorial Journalism, Informatics**

**05/2015**

University of Illinois at Urbana-Champaign

**SKILLS & COMPETENCIES**

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|--------------------------|------------------------|-------------|
| • Digital Marketing      | • Brand Development    | • WordPress |
| • SEO/SEM                | • Market Research      | • Drupal    |
| • Digital Advertising    | • Data Analytics       | • Qualtrics |
| • Content Marketing      | • Adobe Creative Cloud | • Power BI  |
| • Social Media Marketing | • Google Analytics     | • JMP       |
|                          | • Salesforce Pardot    |             |