

SARAH SOENKE

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EXPERIENCE

University of Colorado Denver Business School & Jake Jabs Center for Entrepreneurship

April 2019 – Present

SENIOR DIGITAL MARKETING PROFESSIONAL

- Lead the design, copywriting, deployment, and monitoring of advertising campaigns on paid social including Facebook, Instagram, LinkedIn, and other advertising display networks
- Create, optimize, and manage CRM messaging on Slate and Pardot for all of the Business School's programs, including drip campaigns, RFI forms, one-off promotional emails, and event planning for student recruitment efforts
- Plan and execute all marketing and communications efforts for the Jake Jabs Center, including the Center's content library, website, social media channels, digital advertising, event promotions, program initiatives, etc.
- Manage and train student marketing assistants for both teams
- Assist with planning and execution logistics for all Jake Jabs Center events

Travelers Haven & Hotel Engine

April 2018 – Feb. 2019

CONTENT MARKETING SPECIALIST

- Planned, executed, and reported on data-driven content marketing strategy in relation to market penetration, lead generation, and conversion rate KPIs
- Performed site optimizations using A/B testing, user surveys, and SEO audits to increase engagement and organic growth by 58% YoY
- Drafted and refined 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
- Planned, coordinated, and executed sales and marketing events, including production and shipping logistics, event materials, and printed content

April 2017 – April 2018

COPYWRITER

- 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 materials
- Created and tracked performance of 50+ email campaigns that averaged a 34% open rate and 14% click-through rate
- Managed social media and public relations strategy, including responding to audiences, publishing press releases, and submitting award applications

Sitrion

Nov. 2016 – April 2017

MARKETING COORDINATOR

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

5280 Magazine

Aug. 2016 – Jan. 2017

EDITORIAL INTERN

- Fact-checked content throughout print magazine, from small blurbs to 20-page features and service packages
- Contributed diverse stories, from local housing issues to climate change in Colorado, for print magazine and 5280.com

- Assisted editorial staff with research projects and created calendar listings for local events
- Supported day-of operations for the annual “A Taste of Colorado” event

Northwest Quarterly Magazine

June 2015 – June 2016

DEPUTY EDITOR

- Wrote, edited, photographed, and designed content that reflected the best of our region for 11 issues per year
- Designed and coded responsive microsites in HTML, CSS, and JavaScript for seasonal guides and special features
- Contributed stories and taped local TV news segments on WREX-TV for weekly supplement, *Smart Living Weekly*

OCEM | University of Illinois at Urbana-Champaign

May 2013 – May 2015

EDITORIAL INTERN

- Co-wrote and edited a variety of promotional print and online publications for five university departments
- Managed social media platforms to build and creatively interact with prospective student audiences
- Presented at the annual Web Con conference on topics related to social media marketing for millennials

InStyle Magazine

June 2014 – Aug. 2014

EDITORIAL INTERN

- Named the second recipient of The Charla Krupp Memorial Fund at the University of Illinois (internship award)
- Assisted editors with research, transcriptions, writing, and production for in-book content
- Supported the Assistant to the Editor-in-Chief with calendar management, meeting prioritization, and event planning for annual fundraiser

The Daily Illini

March 2014 – March 2015

FEATURES EDITOR

- Recruited, managed, and trained staff of 30+ reporters on reporting fundamentals, how to pitch story ideas, and article development
- Collaborated with design and copy departments to create a visually appealing and accurate section for 5 issues per week
- Represented the Features department at all campus events to recruit reporters and other staff members

March 2013 – March 2014

ASSISTANT FEATURES EDITOR

- Brainstormed, organized, and executed changes to desk operations to adopt digital mentality and publication schedule
- Collaborated with editors in assigning, guiding, and editing stories written by 25 staff reporters

EDUCATION

University of Illinois at Urbana-Champaign

2011 – 2015

B.S. IN NEWS-EDITORIAL JOURNALISM

Informatics Minor | Public Relations Certificate

SKILLS & EXPERTISE

Adobe Creative Cloud | Google Analytics | SEO | HTML CSS | Salesforce Pardot | WordPress | Drupal | Mailchimp