


# SARAH COX-BARKLEY

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## PROFILE SUMMARY

Growth-focused content marketer and social media manager with 15+ years of experience leading marketing initiatives across social, email, web, and digital platforms, most recently within premium, organic, and dietary-specific CPG and D2C brands. Integrates strategic and creative execution by leveraging KPIs, retail/POS insights, online consumer behavior, industry trends bringing a refreshing sense of creativity to strengthen multi-channel campaigns. Approaches all tasks with structure and intention, aligning cross-functional teams while thriving in fast-paced environments applying critical thinking, strong project management, and an entrepreneurial mindset when needed.

## PROFESSIONAL EXPERIENCE

### MARKETING ASSOCIATE & CONTENT MANAGER

Say Yes Business Solutions | Boulder, CO/Hybrid

Aug 2022-  
Present

- Developed brand guidelines and data-driven marketing strategies across diverse industries, focusing on CPG and D2C, leveraging retailer data, POS insights, online sales reports, consumer behavior, KPIs, etc.
- Led content creation for 7+ accounts at a time, from creative direction to hands-on execution including Canva design, photography, video, copywriting, engagement, and paid ad support.
- Co-led cross-functional collaboration with internal teams, influencer partnerships, external vendors, and client teams ensuring seamless execution of marketing campaigns and paid media strategies. Led weekly and bi-weekly meetings for cross-functional alignment.
- Spearheaded Tender Belly's email campaign, social media strategy, content creation, and strategic partnerships. Increasing open rates to an average of 71.2% and click rates of 2.8% on a list of 7.2k+. For social media-seeing 132% for non-follower engagement, increasing follower count by 28.3% organically.
- Crafted brand voice guidelines and response systems for social media management and cross-functional team use, to ensure real-time social listening remained on-brand, creative, and intentional both on-platform and via AI social listening tools such as Sprinklr.
- Built strategic partnerships through platforms for some clients, yet taking a grassroots approach for most. My unique approach to communicate with influencers and creators helps foster brand-loyalty and trust, in addition to keeping them engaged with the agency to work with us on other clients and opportunities once the campaigns have ended (dependent on agreements and NDAs).
- Developed efficient standard operating procedures and onboarding processes, incorporating comprehensive questionnaires for client insights.
- Managed multiple social accounts, fostering brand loyalty and trust through engagement while building strong relationships with influencer talent.
- Crafted cohesive content strategy, branding, sales, influencer, and content presentation decks for effective project communication and KPI reporting.
- Designed client and internal assets, including sell sheets, business cards, brand kits, trade show collateral, and postcards using Canva and Adobe Illustrator and Photoshop, ensuring a cohesive and professional brand representation.
- Built and maintained websites on WordPress and Shopify encompassing design, copy creation, photography, SEO (leveraging Semrush), and ADA compliance.
- Streamlined internal social media processes and integrated a custom content using relational databases via Notion batching system for efficient monthly and quarterly content creation.
- Creating project workflows in Asana, and managing several contractor duties and responsibilities.



## PROFESSIONAL EXPERIENCE (CONT.)

### SMALL BUSINESS OWNER

Feather Print Photography/Media LLC | Algonquin, IL

Apr 2010-  
Mar 2023

- Managed concurrent clients social media channels, encompassing strategy, content creation, copywriting, ads, engagement, and community management.
- Crafted online courses, sales pages, websites, funnels, and ads for businesses, transforming concepts into comprehensive digital offerings.
- Increased website performance and SEO on client websites, achieving a 43% performance increase for a client, and advancing 9 spots in Google rankings in 2 months
- Conducted market research, created strategies/activation plans, managed social accounts, and provided clients with insightful monthly productivity reports across diverse industries.
- Creative direction, planning, photography, editing, and management of photography projects for businesses, branding, events, families, and businesses.
- Day-to-day management of business, including project management, lead generations, sales, bookkeeping, marketing, and vendor/client management.
- Demonstrated strong project management skills by building task systems in Notion and ClickUp, and delegating responsibilities effectively to assistants.
- Communicated clearly and delivered detailed plans while collaborating with teams, vendors, clients, and support staff to ensure flawless wedding day execution.
- Developed streamlined client onboarding and offboarding processes to ensure smooth transitions and efficient collection of key assets, reports, and timesheets. (These systems and processes were so valuable that my current place of employment now uses them.)

### DIGITAL MARKETING STRATEGIST

TBG Digital Marketing | Remote

May 2020-  
Feb 2021

- Assisted with web builds and maintenance on client WordPress sites, guaranteeing an intuitive and visually-attractive online interface.
- Facilitated integration team meetings for the design team, playing a crucial role during client mergers to align design strategies seamlessly.
- Implemented effective SEO strategies, significantly improving website visibility and search rankings.
- Executed comprehensive reputation management initiatives, fostering positive online perceptions and addressing potential challenges.
- Produced compelling video content using Animoto and Adobe Premiere, contributing to engaging and impactful visual storytelling.

### LICENSED REAL ESTATE BROKER AND EXECUTIVE ASSISTANT

Realty Executives Premiere / The Paula Schatz Team | Wheaton, IL

May 2016-  
Feb 2019

- Implemented a new CRM system, consolidating and organizing all clients and prospects to enhance data accessibility and streamline follow-up processes.
- Developed a comprehensive follow-up strategy, from strategy to copy for targeted email marketing sequences for five-year and ten-year client retention, as well as a structured lead nurturing plan.
- Managed lead generation and client engagement, ensuring consistent and strategic communication to drive conversions and maintain strong relationships.
- Created and optimized marketing collateral to support lead generation, while revamping team branding through updated web content, ads, print materials, and direct mail campaigns.
- Coordinated scheduling, appointment setting, and special event planning to facilitate seamless interactions between real estate executives and clients.



PROFESSIONAL EXPERIENCE (CONT.)

SALES REPRESENTATIVE, MANAGER, AND PHOTOGRAPHER | May 2009-May 2012  
Bella Baby Photography | Naperville, IL | Aug 2014-May 2015

- Delivered high-quality photography services and effectively converted leads into sales through engaging techniques.
- Company Certified Manager, providing crucial support to 48 contractors and ensuring seamless operations.
- Managed and fulfilled online orders for Bella Baby Midwest Region, concurrently offering administrative support to executives.
- Upheld a high level of confidentiality and trust, adhering to HIPAA compliance guidelines in handling sensitive information.

DIRECTOR OF OPERATIONS | May 2012-Aug 2014  
Sharron Kelley Team Team of Coldwell Banker | Buffalo Grove, IL

- Designed and managed a dynamic WordPress website for The Sharron Kelley Team, Inc., integrating an IDX plugin to enhance user experience and property search functionality.
- Developed and curated high-quality content for custom blogs, applying SEO best practices to improve visibility and organic reach.
- Executed strategic marketing campaigns for both properties and the company, identifying growth opportunities, optimizing ad spend, and maximizing exposure across digital and print channels.
- Led social media strategy and content development, crafting and scheduling engaging posts to drive audience interaction and strengthen brand presence.
- Conducted market research, reports, and competitive analysis to stay ahead of trends and refine marketing strategies.
- Collaborated cross-functionally with team members to ensure cohesive branding and seamless execution of marketing initiatives.

EDUCATION, CERTIFICATIONS, AND PROFESSIONAL LICENSES

BACHELOR OF ARTS - ENGLISH  
Northern Illinois University  
DeKalb, Illinois | 2008-2012

FULL STACK WEB DEVELOPMENT CERTIFICATION  
Northwestern University  
Evanston, Illinois | 2020

200-HOUR CERTIFIED YOGA INSTRUCTOR  
Sama Yoga  
West Dundee, Illinois  
2019

LICENSED REAL ESTATE BROKER  
State of Illinois - IDFPR  
#475174807  
2016 (currently active)

PROGRAMS

Adobe Creative Suite	Google Analytics	Notion
Asana	Google Workspace	Semrush
Canva	HubSpot	Shopify
ChatGPT	Kajabi	SocialStatus.io
CapCut	Klaviyo	Sprinklr
ClickUp/Monday	Later	Trello
Constant Contact	Meta Business Suite	WordPress
Elementor	Microsoft Suite	Zapier

PLATFORMS

Instagram/Threads  
Facebook  
TikTok/Lemon8  
Threads  
X/Twitter  
LinkedIn  
YouTube  
Vimeo  
BlueSky

AWARDS, PODCASTS, AND PUBLICATIONS

Mom Talks with Christa - Jul 2021	Shutter Magazine	Premier Bride Milwaukee
The Best of The Knot 2015-2017	InVironments Magazine	Go Daddy Blog