

# Boss Babe

BY SARAH

MARKETING AND BRAND CONSULTANT

WHY SHOULD YOU HIRE  
A MARKETING CONSULTANT?

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# experience

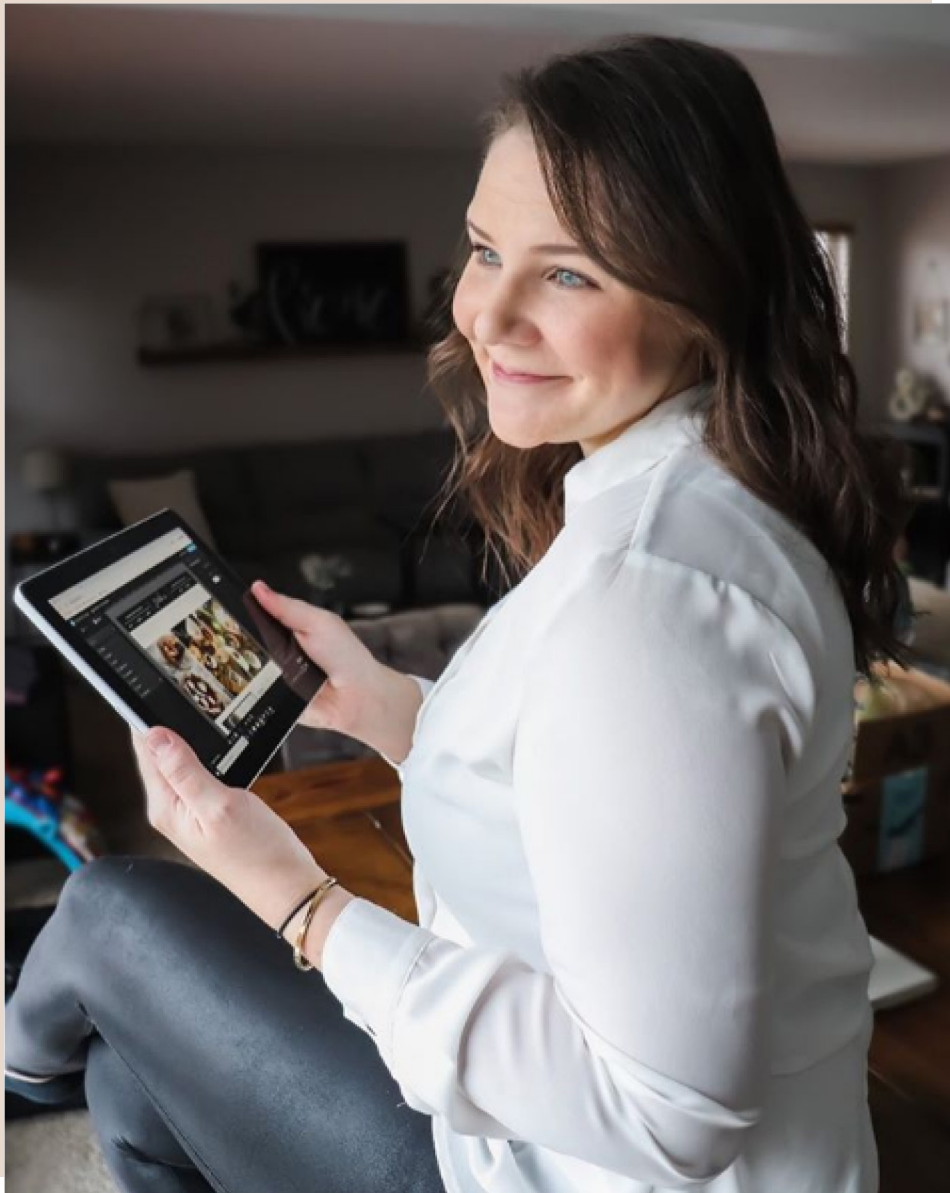
*all you need at half the price*

Marketing consultants are a rare breed. These individuals often are entrepreneurs with years of experience in the market, executing strategies for large organizations, small businesses, or anything in between. As a result, they come to the table with an exceptional amount of experience that would cost you a significant salary to hire.

Because of this in depth experience, you often pay them by the hour, allows for you to get the experience of a highly trained professional at half the cost of a full-time employee, or more if you include benefits and paid time off!







# flexibility

*anywhere, anytime*

A huge benefit to marketing consultants versus full-time employees is the flexibility for them to work whenever you need them. Most consultants work a schedule that fits around their customers' needs, allowing for early mornings, late nights and weekends when needed.

Additionally, they're usually always on the go! With a majority of consultants running their own entrepreneurial empires, they work from home and can travel to clients as needed. With the ability to work remote and on-the-go, they are highly accessible and easy to communicate with.

# creativity

*open minds open doors*

Many consultants come from diverse backgrounds that bring a unique perspective to everything they do. With the ability to flip their minds between different clients with different needs and visions, they are often great multitaskers and are able to spark fresh, creative ideas during even the busiest of days.

In marketing, consultants often can design, conceptualize, strategize, write and develop a multitude of marketing strategies, making them a one-stop-shop for marketing needs, and allowing for consultants to continually feel like they're doing something new when they can work with new clients or on new projects.





# who i am

*mother + partner + strategy leader*

At 25 years old, I was lost. I was in the middle of a marketing career, freshly married and feeling like I was living the same routine day-to-day. I needed a higher purpose in life to offer my skills and experiences to the world in a time flourishing with influencers and social media.

Boss Babe by Sarah was founded in 2017 as a blog dedicated to sharing my life and thoughts with the world. Over time, engaging with a global audience and hearing what people were struggling to achieve in life, the business has evolved into a thriving digital marketing resource providing insights and skills to achieve success.

Now, as a mother, partner, business owner and consultant, I am excited to collaborate with individuals, influencers and businesses to expand their digital presence through branding, design, social media and digital marketing.

