



SARAH COX-BARKLEY

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PROFILE SUMMARY

Results-driven marketing associate with 15+ years of experience crafting full-funnel strategies across social, email, and web to build loyal audiences and drive growth. Skilled in leading teams, managing agency and vendor partnerships, and building high-impact strategies that fuel engagement, retention, and brand loyalty. Combines creative expertise and strategic execution across copywriting, visual storytelling, professional photography, and project leadership to deliver cohesive, high-performing brand experiences.

PROFESSIONAL EXPERIENCE

MARKETING ASSOCIATE & CONTENT MANAGER

Say Yes Business Solutions | Boulder, CO/Hybrid

Aug 2022-

Present

- Developed and executed data-driven marketing strategies across diverse industries, integrating content creation, photography, video, copywriting, engagement, and paid ads. Notable social media management clients include Revl Fruits, Tender Belly, Cybele's Free-to-Eat, Pear's Snacks, Sagrada BioSkincare, The Fowler Group (Colorado), Downtown Erie, and the Erie Economic Development Council.
- Led cross-functional collaboration with external vendors and client teams, ensuring seamless execution of marketing campaigns, influencer partnerships, and paid media strategies.
- 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. Creating strategic partnerships using grassroots approach, securing influencers and creators that focus on high-performing content.
- Developed efficient standard operating procedures and onboarding processes, incorporating comprehensive questionnaires for client insights.
- 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, and postcards, ensuring a cohesive and professional brand representation.
- Built and maintained websites on WordPress and Shopify encompassing design, copy creation, and photography.
- Streamlined internal social media processes and integrated a custom content batching system for efficient monthly and quarterly content creation.

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 AmalunaWellness.com, achieving a 23% performance increase 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.

PROFESSIONAL EXPERIENCE (CONT.)

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.

BEHAVIOR ANALYST

Impacting Autism, LLC | Lake County, IL

Aug 2019-

March 2020

- Delivered individualized ABA therapy to children ages 5-16 with autism spectrum disorder (ASD), using structured, evidence-based interventions grounded in the principles established by B.F. Skinner to support meaningful progress toward behavior goals.
- Maintained detailed session notes and progress reports, ensuring accurate data collection and outcome tracking for each client.
- Developed and followed individualized behavior intervention plans, adjusting strategies based on consistent data analysis and team feedback.
- Collaborated with supervisors, families, and school staff to align treatment plans and maintain clear communication across all care providers.
- Managed complex therapy schedules across multiple clients, ensuring consistent coverage and minimal disruption to treatment routines.
- Utilized organizational systems and digital tools to streamline documentation, improve scheduling efficiency, and support high-quality, compliant care.

PARAEDUCATOR

District 47 | Richard Bernotas Middle School | Crystal Lake, IL

Aug 2019-

March 2020

- Provided one-on-one and small group support to students with diverse learning needs, fostering a safe, inclusive environment rooted in patience and compassion.
- Collaborated closely with teachers and specialists to reinforce lesson plans, adapt materials, and support students' academic and emotional growth.
- Built strong student relationships while supporting IEPs and 504 plans, providing feedback to teachers, therapists, and intervention teams to ensure aligned support.

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

PLATFORMS

Instagram/Threads
Facebook
TikTok
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