



SARAH CASDORPH

DEMAND GENERATION & GROWTH MARKETING

EXPERIENCE

AWARE | MARCH 2016-PRESENT

Notable Impacts:

- Reduced cost per lead by 85% year-over-year
- Increased lead velocity by 65% year-over-year
- Authored 3 premium content pieces, 35+ blog posts

Manager, Demand Generation

Responsible for all campaign management, demand generation and marketing operations for the business. Tactics include content strategy, CRM management, digital advertising, conversion optimization, email marketing, field marketing, search engine optimization (SEO) and more.

Customer Success Manager

Partnered with 12 customer accounts to ensure they receive an exceptional customer experience while managing risk in their enterprise collaboration communities.

Digital Marketing Specialist

Led B2B digital marketing efforts for Series A start-up. Collaborate with product marketing to determine brand messaging, storytelling, and positioning. Support creative event-based marketing strategies, cultivating partnerships and new customer relationships.

IGS ENERGY | MAY 2015-MARCH 2018

Notable Impacts:

- Drew email marketing audience by 16% year-over-year
- Introduced & led IGS brand advocacy initiative
- Empower Your Career Fintask (See Awards & Accomplishments)

Digital Content Marketing Specialist

Led digital inbound content & social media marketing strategy for 4 different lines of business, both B2C and B2B. Spearheaded company brand advocacy initiative to leverage employee advocates and thought leaders to share the IGS story.

Web & Social Media Coordinator

Managed brand presence for 4 different lines of business (both B2C and B2B) on variety of social media platforms. Managed relevant marketing campaigns. Developed success metrics in social media channels for both earned and earned media.

TOP SKILLS

Campaign Strategy
Copywriting
Data Analysis
Google Ads
Search Engine Optimization
Social Media Marketing
Email Marketing
Digital Advertising
CRM Management
Public Speaking

COMMUNITY LEADERSHIP

DUBLIN FOUNDATION

Board of Trustees Member
March 2017 - 2020

SEE KIDS DREAM

Marketing Committee Volunteer
November 2017 - 2018

WOMEN IN DIGITAL

Founding Member
May 2017-Present