



# SARAH CASDORPH

## DEMAND GENERATION & GROWTH MARKETING

### EXPERIENCE

#### AWARE | MARCH 2018-PRESENT

##### Notable Impacts:

- Reduced cost per lead by 80% year-over-year
- Increased lead velocity by 65% year-over-year
- Authored 3 premium content pieces, 30+ 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 15 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:

- Drove annual marketing audience by 10% year-over-year
- Introduced & led IG5 World Advocacy initiative
- AmPower True Carbon Fellow (See Awards & Accomplishments)

##### Digital Content Marketing Specialist

Led digital inbound content & public media marketing strategy for 4 different lines of business, both B2C and B2B. Spearheaded company brand advisory 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 B2B and B2C) on variety of social media platforms. Managed revenue marketing campaigns. Developed success methods in social media channels for both earned and earned media.

### TOP SKILLS

- Campaign Strategy
- Copywriting
- Data Analytics
- 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