

# SARAH CHEN

## PROFESSIONAL SUMMARY

Strategic Marketing & Communications Specialist with 5+ years of experience developing and executing integrated communication campaigns across digital and traditional channels. Demonstrated success in brand management, content creation, and stakeholder engagement with proven ability to increase brand awareness by 40% through compelling storytelling and strategic messaging. Expertise in digital platform management, cross-functional team leadership, and delivering impactful communications that drive engagement and business results.

## PROFESSIONAL EXPERIENCE

Marketing Manager | TechForward Solutions | Sydney, NSW | March 2022 – Present

- Developed and delivered comprehensive communication strategies across multiple channels, resulting in 35% increase in qualified leads and 25% improvement in customer retention
- Elevated brand voice across all touchpoints through consistent messaging and strategic content creation
- Managed digital platforms including website, social media, and email campaigns with measurable engagement increases
- Produced engaging content for internal communications, capability statements, and digital publications
- Led cross-functional collaboration between marketing, sales, and product teams to align messaging and drive business outcomes
- Oversaw team of 4 specialists while managing \$500K annual budget with 15% under-budget performance

## SENIOR MARKETING COORDINATOR | RETAIL DYNAMICS GROUP | SYDNEY, NSW | JUNE 2020 – FEBRUARY 2022

- Implemented strategic communication plans for retail chain with 15 locations, adapting messaging for different audience segments
- Managed digital platforms and created engaging content resulting in 60% increase in social media engagement
- Developed and executed email marketing program achieving 22% open rates through compelling storytelling
- Coordinated project communication strategies, ensuring consistent brand voice across all touchpoints
- Analyzed campaign performance using analytics tools to optimize messaging and delivery methods
- Collaborated with stakeholders across the business to share success stories and highlight community engagement

## MARKETING COORDINATOR | STARTUP INNOVATIONS | SYDNEY, NSW | JANUARY 2019 – MAY 2020

- Supported communication initiatives for early-stage technology startup
- Created compelling marketing collateral and maintained company website, contributing to 45% increase in web traffic
- Assisted with brand development initiatives and consistent messaging across all communications
- Executed content marketing strategy with focus on storytelling and audience engagement
- Managed trade show participation and stakeholder communications to build brand awareness

## EDUCATION

Bachelor of Business (Marketing) | University of Technology Sydney | 2018

Distinction Average | Relevant Coursework: Consumer Behavior, Digital Marketing, Communications Strategy

## KEY SKILLS

Communication: Content Creation, Brand Voice Management, Stakeholder Communication, Digital Content Strategy

Digital Platforms: Website Management, Social Media, Email Marketing, Content Management Systems

Analytics & Tools: Google Analytics, HubSpot, Adobe Creative Suite, Canva

Strategy: Communication Planning, Brand Management, Project Communication, Content Strategy

Leadership: Team Management, Cross-functional Collaboration, Vendor Relations, Project Management

## ACHIEVEMENTS

- Increased brand awareness by 40% through integrated marketing and communication campaigns
- Developed compelling content strategies that generated \$2.3M in attributed revenue
- Successfully managed multiple communication priorities while maintaining exceptional quality standards
- Led brand voice initiatives ensuring consistency across all internal and external communications