

SARA CLARK

Experienced Account Supervisor



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4318 Balboa Dr.
Fort Worth, TX. 76133

Education

Music & Entertainment Marketing
Baylor University

2010 – 2013

Software

Monday.com, Basecamp, Outlook, Teams, Slack, Wordpress, Google Drive, Dropbox, Mail Chimp, Canva, Planable

References

Available Upon Request

Work Experience

2019

Epsilon

Account Supervisor

- Spearhead a high-performing team of Account Executives and Senior Account Executives in delivering end-to-end marketing initiatives—email, social media, direct mail, and digital—for key automotive client Nissan.
- Lead campaign execution from ideation through launch, ensuring alignment across internal teams, including digital strategy, development, production, data analytics, creative, and finance.
- Act as the primary liaison between client, vendors, and internal stakeholders to maintain strong relationships, streamline communication, and exceed performance goals.
- Known for balancing meticulous oversight with big-picture strategy to elevate brand impact and optimize campaign efficiency.

2018

It's Plein Air Agency

Account Coordinator

- Served as primary client contact for four accounts in the restaurant and health/wellness industries, providing consistent communication and weekly status updates
- Developed project strategies and timelines, ensuring on-time delivery of key milestones
- Managed program management tools, shared drives, and databases for efficient workflow and collaboration
- Proofed content across all deliverables—POP, digital, media, social, and email—for accuracy and brand consistency
- Supported social media and email execution, including plotting, concept development, copywriting, and scheduling
- Conducted competitive reviews and created strategic presentations to guide client direction

2017

Allover Media

Account Executive

- Acquired new advertising clients in the DFW market through strategic outreach, market research, and leveraging professional networks
- Drafted and negotiated advertising contracts tailored to client needs
- Managed relationships with a network of 240+ venue partners to support campaign execution
- Maintained strong client relationships with a focus on retention and long-term partnership growth

2014 – 2017

Smart Circle International

Program Manager/Client Acquisition Specialist

- Consulted with prospective clients on pop-up marketing strategies tailored to their brand and product needs
- Oversaw profitability assessments, pricing, and operational logistics for test markets
- Managed national event-based brand awareness campaigns remotely for three clients
- Led sales, compliance, and inventory training; developed sales pitches and field rep training programs
- Created visual merchandising displays and provided regular status updates and performance insights to clients
- Hosted daily and weekly conference calls/webinars; spoke quarterly at national conferences
- Traveled for in-market training and client relationship development