

SARAH KOZAK

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MARKETING EXPERIENCE

Marketing Associate at Adviser Investments, Newton, MA

Nov 2014 – Nov 2015

Perform lead generation and nurturing campaigns through direct marketing: Email, Web, Mailings, Webinars, Events and Trade Shows.

- Pulling data from Marketo and Salesforce to update weekly and quarterly reports on email campaigns, direct mail, PPC advertising, site analytics, webinars, and events
- Led a 3,000+ client survey project from production and processing to streamlining analysis
- Manage all incoming direct mail: updating lead database and fulfillment
- Help plan client events by organizing invitations, RSVPs, hotel/venue reservations, etc.
- Manage website press and media

Social Media Marketing Specialist at Vermont Tree Cabin, Waterford, VT

Jan 2014 – Dec 2014

Built startup's web presence from scratch, created brand awareness, and cultivated relationships with existing and potential customers by creating a website and driving traffic through social media.

- Created website and launched social platforms
- Created all written and visual content, including photography, for web and social platforms
- Maintain website and track web performance using Google analytics

Marketing & PR Assistant at Samuels and Son Seafood Company, Philadelphia, PA

July 2014 – Sep 2014

Promoted Samuels brand and products through social media, Fish Tales Magazine, events, and establishing relationships with press.

- Published articles and copy promoting our products in Fish Tales Magazine and our Market Update
- Helped launch Instagram profile and gained 500+ followers in one month
- Wrote and edited copy for launch on Amazon Fresh and new website
- Planned and organized committees for annual customer appreciation event

Service and Fulfillment Intern at Propel Marketing, Quincy, MA

Dec 2013 – Jan 2014

Responsible for B2B marketing quality control and accurate order fulfillment of the company's product offerings.

- Created customer portals for customer campaign tracking
- Organized and re-worked client-provided materials (including menus, brochures, content) to be re-purposed for client website creation
- Reviewed existing campaigns to ensure proper termination at the end of a clients contract

ADDITIONAL EXPERIENCE

Head Research Assistant at UVM PEZ Projects, Burlington, VT

Aug 2012 – May 2014

Assisted with research that integrated clinical and social psychological perspectives on psychological well-being, stigma, and coping with the stigma of HIV/AIDS.

- Promoted to Head Research Assistant after one year
- Developed and ran program syntax for data manipulation and quantitative analysis using SPSS
- Structured qualitative data for linguistic analysis using LIWC, analyzed and interpreted results
- Recruited over 50 participants and conducted cold-call telephone interviews

EDUCATION

B.A. Psychology with a minor in Entrepreneurship, May 2014

University of Vermont, Burlington, VT

CERTIFICATIONS

Inbound Certification, May 2015
Hubspot

Web Design, October 2015
Startup Institute

TECHINICAL SKILLS

Salesforce	Adobe Creative Suite	SEO	Social Media	SPSS
Marketo	Microsoft Suites	Hootsuite	Photography	LIWC
Basic HTML/CSS	Google Analytics	Wordpress	Unix	F4