

# Sarah Theis

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## Objective

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Associate Marketing Manager with experience in developing and executing compelling marketing campaigns within three diverse industries (apparel, consumer packaged goods, and entertainment). Enthusiastic to bring her strategic marketing skills and collaborative work style to further the success of a highly influential company.

## Summary of Qualifications

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- 4 years of experience creating and implementing successful traditional and digital marketing campaigns
- Experience in determining look and feel of retail window campaigns and developing creative briefs and bids
- Successful at overseeing the invoicing and payment of multimillion dollar marketing budget
- Accomplished at training new team members, and developing relationships with store teams and business partners
- Skilled at managing print production and final proof reviews, requiring a strong eye for detail
- Proficient in Photoshop, Illustrator, InDesign, Foresee, Manthan, Accenture, and Enterprise 1

## Marketing Experience

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### **Cheribundi, Inc. – a leading producer of tart cherry juice products**

Associate Marketing Manager

Feb. 2014 – Present

- Develop Cheribundi's marketing strategy for 2014 and implement integrated marketing campaigns designed to build brand awareness and inform customers about the health benefits of tart cherries
- Create press releases, manage media inquiries, and partner with news stations and print publications on stories (i.e. Fox News, The New York Times, Women's Health Magazine, Men's Journal, and Ultra Running Magazine)
- Arrange sponsorships for events, plan and attend trade shows, and bring on new professional athletes and brand ambassadors to increase Cheribundi's presence in the community
- Plan social media calendars and manage social media to increase engagement and generate social buzz
- Create and implement digital advertising campaigns and analyze web analytics to ascertain more effective tactics

### **Crocs Inc.**

July 2012 – Feb. 2014

Americas Retail Marketing Program Coordinator

- Oversaw retail marketing program execution through developing creative briefs and bids, managing the final art upload of creative assets, and providing extensive store distributions lists with 0% allocation error
- Collaborated with creative team, visual merchandising team, and field managers to create in-store and window displays that attracted customers and promoted company's innovative and technologically advanced shoe designs
- Managed print production of 2D and 3D marketing elements and partnered with vendors during print production to ensure highest quality proofs and timely delivery of graphics
- Controlled marketing budget through overseeing timely payment of invoices and managing marketing inventory
- Partnered with licensed associates including Disney, Universal, and Sanrio to expand campaign opportunities

### **White Girl Salsa**

Dec. 2010 – Jan. 2012

Zesty Marketing Intern

- Developed new marketing plan for start-up salsa company, focusing on increasing brand awareness and building loyalty among customers in the natural foods community as company expanded nationally
- Managed social media campaigns, measured website traffic and implemented seasonal promotional strategies to increase fan base on Facebook and engage customers on a weekly basis
- Conducted market research and analyzed product comparisons to determine which products to develop

### **Lionsgate Entertainment**

May – Aug. 2011

Worldwide Television and Digital Distribution – Intern

- Researched Lionsgate's extensive iTunes Library to develop a digital marketing proposal designed to captivate modern audiences and increase revenue; approved by CEO John Feltheimer
- Spearheaded campus partnership with Leeds School of Business including planning a film screening for students
- Created comprehensive library proposals (Prism and Corman Film Libraries) requiring extensive library research, forecasting sales potential, and determining marketability of content to encourage acquisition

## Education

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### **University of Colorado at Boulder**

May 2012

Leeds School of Business, Bachelor of Science in Business Administration with **Marketing** Emphasis