

# Zara Sparks

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Enthusiastic retail marketing expert with 7+ years of experience, HubSpot Content Marketing Certified and capable in both in-house and agency environments. Impressive email campaign click-thru rates, at 20% above industry average, and a history of managing multimillion dollar budgets.

## Education

Bachelor of Business  
Administration in Finance  
University Of North Carolina,  
Chapel Hill, NC, May 2013

## Key Skills

- ◆ Sales
- ◆ Market Forecasting
- ◆ Decision Making
- ◆ Employee Recognition
- ◆ Customer Relationship Management

## Certifications

- ◆ HubSpot Content Marketing Certification, 2016

## Professional Experience

### Digital Marketing Manager

Vera Bradley, Fort Wayne, IN | March 2019 - Present

- Manage marketing strategy and execution across a variety of channels and complete in-depth review for improvements monthly.
- Partner with the merchandising team to coordinate product highlights across digital efforts to ensure cohesive messaging.
- Plan and execute an annual budget close to \$3.5 million dollars, including media buying.
- Conceptualize and carry out email strategy which resulted in 25% click-thru rate (20% above industry average).

### Online Marketing Associate

CeraVe, Indianapolis, IN | July 2013 - August 2015

- Managed marketing CMS and trained 12 others to do so.
- Assisted with tracking campaign execution, ROI, and brainstormed ideas for improvement.
- Oversaw copywriting, editing, and web content for SaaS clients.
- Encouraged other team members, delivering notes of encouragement to 2-3 individuals each week.