

SARAH MILLER

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PROFESSIONAL SUMMARY

Marketing Coordinator with 3+ years of experience in financial services and project management. Proven record in developing and executing marketing campaigns, managing creative assets, and coordinating with multiple stakeholders to deliver projects on time and within budget. Adept at relationship building, strategic partnerships, and campaign analysis.

PROFESSIONAL EXPERIENCE

Marketing Coordinator | Bank of America, New York, NY | 2021 – 2023

- Accelerated outbound sales cycle by 330% through a new customer acquisition platform for technical sales teams.
- Established partnerships with six of the top ten state manufacturing companies, generating \$20M in additional annual revenue.
- Led re-architecture of a SaaS platform, reducing client deployment time by two months.
- Managed high-volume creative requests and coordinated with external agencies for partner campaigns.

Marketing Assistant | Regions Bank, New York, NY | 2019 – 2021

- Supported campaign development, timeline management, and creative review processes.
- Maintained a suite of evolving design assets and ensured consistent branding across materials.
- Participated in weekly industry meetings to stay updated on financial services marketing trends.

Marketing Intern | Citibank, New York, NY | 2018 – 2019

- Assisted in the execution of marketing campaigns and creative asset development.
- Coordinated with design and marketing teams for partner marketing initiatives.
- Gained foundational experience in financial services marketing operations.

EDUCATION

Bachelor's Degree in Marketing | Syracuse University, Syracuse, NY | 2014 – 2018

SKILLS

Marketing Project Management, Microsoft Office Suite, Adobe Creative Cloud, Social Media Management, Event Planning and Coordination, Retail Marketing, Video Creation and Editing

STRENGTHS

Project Management: Successfully managed and executed multiple marketing initiatives from concept to completion.

Collaboration: Strong relationship-building skills with internal teams, external partners, and Select Employee Groups (SEGs).

Detail-Oriented: Known for precision in campaign execution and brand consistency.

KEY ACHIEVEMENTS

- Coordinated and executed multiple high-impact marketing campaigns at Bank of America, contributing to measurable customer growth.
- Managed concurrent marketing projects at JPMorgan Chase, ensuring timely delivery and consistent quality.

LANGUAGES

English – Native, Spanish – Advanced