

**Sarah Lee**  
**Chief Marketing Officer (CMO)**

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## **Summary**

Marketing executive with 16+ years of experience in brand strategy, digital marketing, and demand generation. Proven ability to drive customer acquisition and brand growth in competitive industries.

## **Work Experience**

Chief Marketing Officer | BrandBoost | 2018 - Present

- Launched viral campaigns that increased brand engagement by 300%.
- Optimized customer acquisition, reducing cost per lead by 40%.
- Scaled marketing team from 10 to 50 professionals.

VP of Marketing | DigitalX | 2011 - 2018

- Led rebranding efforts, increasing market share by 20%.
- Established influencer marketing partnerships, driving \$10M in new revenue.

## **Skills**

Brand Strategy, Digital Marketing, Demand Generation, Customer Acquisition, Influencer & Partnership Marketing

## **Education**

MBA in Marketing, Kellogg School of Management

B.A. in Communications, UCLA