

Submitted to Amentum for ARPA-H STATS

NAME	JOB TITLE	PWS Tasks
Sarah Zamanian	DOC - Advanced Marketing Specialist	7.1.7; 7.8.1-7.8.3

Job Responsibility	Qualifying Skills
Marketing Strategy & Campaign Execution: Develop and implement marketing campaigns that enhance engagement with ARPA-H's brand, events, and funding opportunities.	<ul style="list-style-type: none"> Developed and led marketing campaigns at Abbott, Nutricia North America, and British American Tobacco (BAT) to drive brand awareness and engagement. Implemented integrated marketing strategies across multiple platforms, including social media, digital advertising, email marketing, and content creation. Managed product launches, promotional strategies, and customer engagement campaigns, increasing market reach and audience engagement.
Performance Monitoring & Data-Driven Optimization: Track and evaluate marketing initiatives, leveraging data insights to improve outreach and effectiveness.	<ul style="list-style-type: none"> Created and tracked over 50 marketing assets at Abbott, optimizing marketing content for audience engagement and lead conversion. Utilized analytics and reporting tools to measure campaign performance, identifying data-driven improvements for marketing strategies. Managed social media reporting and optimization at Nutricia North America, increasing content accuracy and engagement rates.
Stakeholder Engagement & Cross-Team Collaboration: Build relationships with internal teams, external partners, and stakeholders to align marketing efforts with organizational objectives.	<ul style="list-style-type: none"> Worked closely with leadership teams, sales representatives, and partner organizations to align marketing strategies with business objectives at Abbott and JTI. Led cross-functional collaboration with agencies, designers, and vendors to develop creative assets and execute marketing campaigns. Developed communication strategies for internal and external stakeholders, ensuring consistent messaging across multiple platforms.

Education

University of California, Berkeley, Berkeley, California, Certificate of Marketing Analytics

Aalto University, Helsinki, Finland, Master (E.M.B.A.), Entrepreneurship

Tehran University, Tehran, Iran, Master of Business Administration (M.B.A.), Strategy

Experience

ABBOTT, Channel Marketing and Communication Manager

2023-Present

- Owned messaging for various personas to curate content for channel partners in collaboration with other team leaders to move targeted audiences to action.
- Drove the generation of 50-plus assets and collaterals, highlighting the benefits of Abbott Solutions and partner integrations.
- Created and delivered 20-plus presentations and solutions briefs, contributing to a 25% increase in customer engagement.

- Developed ten-plus case studies that demonstrated successful client outcomes, leading to a 15% boost in sales conversions.
- Produced 15-plus sales tools and webinars, enhancing the sales team's effectiveness and resulting in a 20% increase in lead generation. Provided strategic direction in Abbott's product launch process as channel partner stakeholder lead, including collaboration in launch plans and content.
- Created campaign strategies that promoted solutions and partner integrations with and through channel partners.
- Communicated the value proposition of solutions and integrations to the channel partner sales team and developed sales tools that supported the selling process.
- Discovered and drove opportunities to collaborate with partner marketing counterparts to deliver mutually successful programs.

Nutricia North America, Digital Marketing Manager, Rockville MD**2021-2022**

- Developed and executed social media campaigns and projects in LinkedIn Campaign Manager, Facebook Ad Manager, and other digital and programmatic platforms.
- Interfaced regularly with project management team for creative briefs and submissions.
- Managed 15-plus draft creative iterations per project, reducing revision time by 20%.
- Built out timelines and project plans for over 30 campaigns, ensuring 100% on-time delivery.
- Managed projects for legal compliance, achieving a 100% compliance rate with industry regulations.
- Implemented an editorial review for social and programmatic media posts, increasing content accuracy by 15%. Assisted in the development of social media reporting with the Data Operations Team.
- Studied industry trends, tools, and social media platforms.
- Developed social media best practices and performed audits and QC tasks.
- Managed and troubleshooted social media tracking procedures alongside the Digital Operations Team.
- Created leadership and executive presentations that communicated opportunities and progress.

Bakeco and FD Neurotechnologies, Marketing Manager, Sterling, Virginia**2019-2021**

- Prepared a customized analysis of market potential, created a project plan, and led team members to implement the project plan.
- Designed and executed ten-plus market research campaigns, gathering insights from over 5,000 respondents.
- Trained 15 team members on market research methodologies, increasing team efficiency by 30%.
- Analyzed campaign results, providing actionable insights that contributed to a 20% improvement in product development strategies.
- Optimized the website and aligned with a strategy and website marketing objectives.
- Set, ran, and optimized Google Ads. Identified new business and retained previous business in a leadership capacity.
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- Designed bimonthly marketing campaigns and initiatives to increase sales, brand equity, and awareness.
- Advised on channel marketing and B2B marketing. Created a brand for newborn products.
- Implemented marketing strategies to support business objectives. Integrated insights into monthly business meetings.
- Developed an understanding of key customers to implement annual promotional plans and marketing programs that increased visibility and drove velocity within the end operator.

Japan Tobacco International (JTI), Marketing Manager, Geneva, Switzerland**2015-2019**

- Led cycle planning for all marketing and sales projects. Designed, monitored, and reported customer loyalty campaigns.
- Streamlined the platform plan with JTI global practices and arranged ongoing training for the sales team, based on marketing requirements.
- Oversaw marketing and sales projects and advised management with deviation and progress.

- Improved marketing and sales in various areas, including HR, to ensure resource optimization.
- Collaborated with sales to foster relationships with key customers, ensured to bring relevant solutions, and managed product portfolio within the channel to ensure optimal assortment.

Industrial Management College (IMC), Dubai, United Arab Emirates, Adjunct Faculty **2015-2019**

- Prepared and delivered lectures, tutorials, workshops, and seminars.
- Developed curricula and course material that could be used across several platforms.
- Collaborated with other academics and lecturers to improve teaching methods and expand the knowledge base. Set and graded assignments, tests, and examinations.
- Conducted research and wrote papers, proposals, journal articles, and books.
- Participated in training opportunities and initiatives at the institution. Provided support to students and other colleagues.

British American Tobacco (BAT), Marketing Specialist, London, United Kingdom **2007-2015**

- Assisted the marketing director in creating integrated marketing campaigns.
- Partnered with outside creative agencies to ensure quality and on-time delivery of marketing programs and assets.
- Monitored and reported on 40-plus advertising and promotional activities per month.
- Analyzed campaign performance, leading to a 17% increase in ROI for marketing efforts.
- Provided detailed reports and insights that contributed to a 25% improvement in campaign targeting and efficiency.
- Established good public relations and networking within the community to develop new businesses.
- Actively participated in professional networking organizations to reach prospects.

PROFESSIONAL DEVELOPMENT

- D.C. Digital Marketing Summit, 2022 and 2023
- Leadership Through Influencing, Ashridge House, Hult International Business School
- Strategic Red Teaming, Leadium Company, Istanbul
- Coaching, Gallup Group
- M&L Training - Management and Leadership, Leadership House of London
- Leadership in Action
- Working in Cross-Cultural Teams, Dubai Business Center
- Project Management, London School of Business and Finance, Certification
- Analytical Prediction by Corporate Parity, Amsterdam, Certification
- Technical Skills: Google Ads, Salesforce CRM, Project Management Software (PMS)