**Sarah Reiter**

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**PERSONAL STATEMENT**

*Creative, Passionate, Diligent.* A Strategic thinker with an ‘outside the box’ perspective towards developing solutions for business while increasing and building a strong online brand presence.

**KEY ACHIEVEMENTS**

**Gym Shield:** Increased conversion rate by 60% though paid social tactic.

**Bottled Science LTD:** Increased digital YOY sales by 10% though on-going strategic paid campaigns and development of rich and engaging content.

**Lilly’s Kitchen:** Developed bespoke digital Christmas campaign which increased newsletter subscriptions by 50% and Facebook engagement by 3.3%.

**Valeo Foods:** Lead social media campaigns for New Product Development and brand launch within the biscuits category.

**EMPLOYMENT HISTORY**

Mar 18 – Present Sarah Ellen Reiter Art **Owner**

* Brand creation and development.
* Use of data such as Google Analytics and insights to build effective social media strategy.
* Development and implementation of all content including copywriting, photography and video editing for social media and website.
* Communication with external galleries and agencies.
* Management and maintenance of e-commerce website via WIX.com platform.

Oct 18 – Feb 19 Contract Gym Shield **Digital Marketing Consultant**

* Identified Target Audience and developed brand’s Tone Of Voice.
* Developed and implemented paid strategy including management of budget.
* Consulted on branding artwork to ensure consistency and clear, cohesive brand message across all marketing material.
* Implementing A/B testing.
* Weekly reporting of Facebook and Instagram ads to directors.

Mar 16 – Mar 18 Bottled Science LTD/skinade **Social Media Manger**

* Worked closely with Marketing Director to ensure consistent brand message online.
* Developed annual Social Media strategy for Europe and US.
* Responsible for global Social Media advertisement budget.
* Created copy, flat lay images and videos for Social Media platforms in line with branding.
* Briefed in external agencies on digital artwork.
* Outlined strategy and managed of all paid social advertising, including A/B testing.
* Managed blogger outreach program.
* Presented monthly in-depth digital marketing reports to directors and stakeholders.

Oct 15 – Jan 16 Contract Lilly’s Kitchen LTD **Social Media Co-ordinator**

* Responsible for creation and implementation of Christmas camping which increased brand awareness.
* Main point of contact with external agencies i.e. graphic designers, copy writers, for all digital artwork and blogpost copy.
* Weekly reporting to MD and CEO.

Oct 14 – Oct 15 FTC Valeo Foods **Brand Development Executive**

(Biscuit category)

* Primary contact between agency for ‘always-on’ social media strategy resulting in a 4% YOY increase in online consumer engagement. Established a clear TOV for all 9 subcategories under the Jacob’s Biscuits brand.
* Management of point of sale units, worked closely with two Point of Sale agencies from writing briefs to managing logistics. Negotiated production costs and oversaw stock levels.
* Key point of contact for packaging redesign and NPD projects for iconic biscuit brands such a Jaffa Cakes and Mallows.
* Led internal marketing/commutation from the biscuit category.

Oct 13 – Oct 14 Tiger Stores Ireland **Digital Marketing Executive**

* Creation of copy for all social media channels.
* Development of online strategy’s for new store openings.

**EDUCATION**

2012 – 2013 National College of Ireland M.Sc. Marketing

2009 – 2012 University College Dublin B.A. English & Drama

Extracurricular Activity: Auditor of the English & Literary Society for the 100th session 2011 - 2012

**COURSES**

2019 CPD Branding & Packaging

2018 – 2019 Imperial College London Greek & Roman Myth in Art

2017 HubSpot Content Marketing Certificate

2013 Interactive Advertising Bureau Digital Marketing Training

**SOFTWARE**

**Advanced**: • Facebook Business Manager • Facebook Ads Manager • Hootsuite

• Sprout Social • HubSpot • Meltwater • Tweet Deck • Google Analytics • WordPress

• Blogger • Microsoft Word • Microsoft PowerPoint **Proficient:** • Kantar • MailChimp • Adobe Photoshop • Final Cut Pro • Google • AdWords • Microsoft Excel **Basic: •** Adobe Lightroom • Adobe Illustrator

**PASSIONS**

Branding. Food. Art. Beauty. Sustainability. Fashion. Psychology.