

Sarah Byron

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CAREER SUMMARY

Goal-oriented integrated marketing, social media, and influencer marketing expert. Skilled in the development and execution of 360 campaigns and elevating brands through strong and effective strategies. Passionate about trends that shape the marketing landscape.

EDUCATIONAL HISTORY

University of Mississippi

Bachelor of Arts in Journalism
Emphasis in Public Relations
Minor in Spanish

Class of 2018

CERTIFICATES

- Hearst Data University Data Visualizations
- Hearst Data University Identifying, Creating, and Targeting Audiences
- Hearst Data University Data Fundamentals

SKILLS

Professional + Personal

- Proposal Creation
- Public Speaking
- Budget Management
- Marketing Research
- Influencer Management
- Team Management
- Project Management
- Online + Print Marketing
- Content Creation
- Public Relations

Technology

- Microsoft Suite Products
- G Suite Products
- Adobe Photoshop
- Adobe Premiere Pro
- Adobe InDesign
- Salesforce
- Facebook Ads Manager
- Social Media Platforms
- Google Analytics
- MRI / MRI Fusion
- ComScore
- Qualtrics
- Keynote
- Salesforce
- Asana

WORK EXPERIENCE

Paramount

Manager, Integrated Marketing: Brand & Influencer Partnerships
New York, NY

June 2022 - Present

- Expert in Influence, Experiential, Branded Programming, and Integration campaigns across Paramount properties (ex. MTV, VidCon, Comedy Central, Nickelodeon, CBS Sports, Paramount+)
- Design, source, and write a weekly "Trend Tuesday" newsletter highlighting marketplace campaigns, Creators to watch, industry successes, and social media trends that is distributed to the 300-person Paramount Brand Studios team
- Lead 5-10 RFPs weekly – from brainstorming, to crafting creative concepts, to pitching Creators on various social media followings, to building presentations. Budgets range up to \$10M
- Pitch strategic and creative proposals directly to clients on a weekly basis
- Built 100+ strategic proposals that led to roughly \$30M in revenue in 2023 while delivering on brand objectives and goals
- Specialize in crafting campaigns based on client goals, including conversion driving content, awareness, increasing revenue, boosting brand engagement, launching a product
- Vet Influence talent for campaigns to ensure they're brand safe and create a successful campaign
- Key clients include: Hershey, Mars, General Mills, JBL, Tillamook, DoorDash, Cash App

Theory

Marketing Associate, Outlet
New York, NY

Oct 2021 - Jun 2022

- Developed and executed weekly local and regional marketing initiatives for all 24 U.S. Theory Outlet stores to align with overall brand strategies and surpass budget expectations
- Collaborated cross-functionally daily with 9+ teams – Retail Merchandising, E-commerce, Planning and Allocations, Retail Operations, Visual Merchandising, CRM, Creative, Finance and Field Teams
- Restructured and streamlined the entire Outlet Store Event Process by creating five well-thought-out steps to follow, an ongoing promotional calendar, event request and recap forms, and event guidelines to stay within company branding
- Organized and maintained outlet marketing team tools each week – promotional calendars, emails to the 500K email database, homepage site creative briefs, and annual budget
- Provided weekly program recaps to upper management to evaluate KPI's and ROI, and ensured budget adherence that inform future strategies that I develop. This is rooted in data received weekly

Hearst Magazines

Marketing Coordinator, Hearst Media Solutions
New York, NY | Jan 2021 - October 2021

Jul 2019 - Sept 2021

- Led, strategized, and executed 5+ RFPs per week for corporate media plans across any of Hearst's 28 brands
- Identified 5+ new marketing opportunities and partnerships weekly
- Collaborated with over 3+ different departments, such as editorial, creative, and sales for each brand to ensure client goals are met and exceeded

Marketing Research Coordinator, *O, The Oprah Magazine*

New York, NY | Jul 2019 - Jan 2021

- Daily marketing and presentation requests for the ten-person sales team and upper management, including creating 10+ presentation materials weekly (based on new data I gathered and interpreted)
- Created 120+ presentations in 2020 alone, with over half of these securing new or reoccurring business for the magazine, OprahMag.com, or integrated
- Updated all client-facing marketing and sales materials monthly, like the General Presentation and media kit
- Managed O's 65 brand ambassadors, the O Mag Insiders, who have an average social footprint of 96,000, by pairing them with two+ brand partnerships per week
- Managed the private O Mag Insiders Facebook group for continuous group engagement by providing a community experience (ordered subscriptions, sent birthday gifts each month, etc.)

Greater Than One

Assistant Media Planner
San Francisco, CA

Aug 2018 - Jun 2019

- Crafted and executed integrated media plans (video, display, print, social, email) for seven+ campaigns and tracked weekly progress
- Created of 20+ client-facing presentations, maintained 10+ vendor relationships, and sought out four new media partnerships for the company within a year
- Created monthly social calendars, presented new ideas/tactics each month, and assisted in running the official Greater Than One Instagram account during the company rebrand planning and launch