

sarah hardin

entrepreneur & brand manager

let's connect!

✉ hipwellso@vcu.edu

☎ (610) 233-9379

🌐 sarah-hardin.co

in sarah-hardin97

work experience

MAY 2023 – APRIL 2023

→ *account manager*

Erich & Kallman | *San Francisco, CA (Remote)*

Key clients: Great Wolf Lodge, Amazon Thursday Night Football, Meineke, Take 5 Oil & Car Wash, Auto Glass Now

- Oversee all communications between the creative team and clients, ensuring clear briefings and alignment with client objectives
- Manage projects from estimate to delivery, confirming all creative deliverables adhere to client brand standards
- Play a pivotal role in client productions, including the 2023 Lifestyle Photography campaign for GWL
 - Delivered over 40 retouched images, surpassing scope expectations while staying on budget and schedule, and maintained client satisfaction through proactive on-set communication

JUNE 2021 – MAY 2023

→ *associate designer*

McBride Sisters Wine Company | *San Luis Obispo, CA (Remote)*

Sub-brands: Core Collection, SHE CAN, Black Girl Magic

- Developed brand messaging and style guidelines for the diverse sub-brands, establishing consistency and reinforcement of brand identity across all marketing channels
- Collaborated with national retailers and cross-functional internal departments to execute timely omni-channel campaigns, driving significant growth in annual revenue and brand visibility
- Designed print and digital assets, including packaging, POS, OOH, and social media content to attract sub-brand target audiences

AUGUST 2018 – PRESENT

→ *founder & chief creative strategist*

Fónte Collective (Formerly Sarah Olivia Marketing) | *Richmond, VA*

Key clients: Bonterra Organic Estates, Stella Rosa Wines, Monkee's, Carreras Jewelers

- Increased revenue by an average of 26% year-over-year through targeted integrated campaigns, fostering authentic relationships, and launching innovative marketing communication offerings
- To date, pitched and won 25+ pieces of new business
- Served as the main point of contact for clients, concurrently overseeing internal teams to ensure punctual delivery of strategic plans and creative assets for social media, influencer marketing, brand/web design, PPC, and email marketing
- Regularly analyzed and adapted client marketing strategies to align with category trends and consumer insights
- Managed and optimized budgets across all channels to maximize ROAS

education

2024

vcu brandcenter

M.S. Business/Branding
Brand & Account Management

2019

university of richmond

B.A. Leadership Studies &
Business Administration
Concentration in Marketing

kudos

- Brandcenter Academic Scholarship Recipient
- Richmond Inno 25 Under 25 (2019)
- Yelp Richmond's Top Female-Led Marketing Agency of the Year (2019)

UNRELATED, BUT STILL:

Cross Country Atlantic 10 Conference Champion, 2x Indoor and Outdoor Track & Field Pennsylvania State Champion, Outdoor Track & Field All-American

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MAY 2018 – AUGUST 2018

→ *lifestyle & interiors account coordinator*

PuRe PR | London, England (Internship)

Key clients: e.l.f. Beauty, String Furniture, Andrew Martin, Sheridan U.K.

- Crafted press releases, targeted media lists, and conducted outreach, securing 6 digital and print media placements
- Oversaw editor and influencer gifting, emphasizing follow-ups to secure additional brand stories and increase brand engagement

MAY 2017 – SEPTEMBER 2018

→ *social media manager*

The Hut Group | London, England (Internship & Freelance)

Sub-brands: UK2.net, Midphase, Resell.biz, VPS.net

- Prepared and executed a social media marketing strategy for Instagram, Facebook, LinkedIn, and Twitter, including content pillars, platform voice and tone guidelines, and visual templates
- Assisted U.S. and U.K. marketing teams in executing organic and paid social campaigns, driving website traffic and conversions

my many hats

Creative Briefing, Consumer Personas, Competitive Analysis, Brand Positioning, Social Listening, PPC Advertising, Customer Segmentation, Budget Planning, UX/UI Design, Brand Identity Design, Print & Packaging Design, Search Engine Optimization, IDs, Focus Groups, Survey Design, Proposals, E-commerce

TECHNICAL: Adobe CC, Asana, Brandwatch, Canva, Cision, ClickUp, Falcoln.io, Figma, Google Ads, Google Analytics, Google Data Studio, Google Workspace, Later, Meltwater, Microsoft Excel, Miro, MRI Simmons, Nielsen, SketchUp, Slack, Sprout Social, Talkwalker, WordPress

references

