

Sara Aldworth

sara.aldworth@gmail.com

SUMMARY

Integrated marketing communications professional delivering broad based programs for B2B, consumer and nonprofit organizations. Portfolio includes the creation and execution of marketing plans that elevate brand awareness, bringing new products and services to life across multiple channels and reinforcing overall business goals. Experience includes:

- copywriting and editing
- content marketing and strategy
- inbound marketing and lead generation
- conference marketing
- brand strategy
- event planning
- project management
- direct mail marketing
- collateral development, print and web
- advertising
- public relations
- social media management
- marketing plan development and execution
- video & podcast production
- magazine production

PROFESSIONAL EXPERIENCE

Content Marketing Manager **Augury, Inc., 2022 – Present**

Strategist and content creator in the marcom team of an VC-backed industrial AI/IoT “unicorn”. Key projects have included developing the lead-generating “Flip This Factory” webisode series; creating social content that has grown engagement by double digits; and producing the “Manufacturing Meet Up” podcast

Marketing Content Development Manager **Milliman, Inc., 2022**

Key member of the Business Development team, writing responses to government RFPs for actuarial, policy, finance, and healthcare management consulting practices.

Sr. Marketing Manager **Milliman HealthIO, 2021 - 2022**

Responsible for B2B content strategy, creation, and promotion; marketing automation and campaigns; lead generation and sales support

- *Wrote, produced, and promoted thought-leadership articles, lead generation content, website content, press releases, video content, sales collateral, and presentations*
- *Developed lead generation campaigns resulting in 150+ MQLs*
- *Managed end-to-end conference sponsorship and participation*
- *Grew social media presence by double digits (audience and shares) and triple digits (publishing and interactions)*
- *Assisted B2C and Product team efforts with email engagement campaigns and HealthIO app messaging*

Marketing Consultant/Writer **Self Employed, 2013 - Present**

Providing creative branding, messaging, copywriting and inbound marketing services to B2B, B2C, and nonprofit orgs. Current and past clients include: 3PTS Communications, Accenture, Analyte Health, Catholic Extension, Catholic Foundation of West Michigan, Diocese of Grand Rapids, ETA hand2mind, PIE Org, Milliman HealthIO, Saint Benedict Institute, and Schwallier Wealth Management

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Director of Marketing

Acton Institute, 2017 - 2020

Oversaw global branding, marketing communications, and the promotion and sales of all Acton's products and works.

Director of Marketing and Digital Media

Pharos Innovations, 2015 - 2017

Responsible for the strategic planning and tactical implementation of marketing programs for a digital healthcare SaaS. Tight integration with Sales developing a robust pipeline of MQL/SQLs within a well-defined healthcare niche.

Director

Strategics, Inc. 2001 – 2012

Clients included: Catholic Extension, Trinity International University, Hudson (NASDAQ: HSON), Rust-Oleum, Intercontinental Exchange (NYSE: ICE), NYSE Euronext (NYSE: NYX), Trading Technologies International (TT), Chicago Stock Exchange, International Financial Administration (IFA), Cargill Investor Services

EDUCATION

Western Illinois University, Macomb, IL, 1997

BA English cum laude with departmental honors

SKILLS

- Proven ability to write within brand guidelines, as well as AP and CNS Stylebooks
- Strong proficiency with HubSpot, MailChimp, Survey Monkey, Monday, Slack, WordPress, Canva, Google Analytics, iMovie, and Riverside.fm; familiar with Sprout Social
- Experience in keyword research and SEO best practices
- Managing budgets and contract negotiations