



Sarah McNabb

A Sharp “Swiss Army Knife” of Marketing

Akin to a flexible, multi-use instrument of efficiency I possess a myriad of core competencies; from hands-on digital design and technical implementation to enhancing brand equity through long-term strategic planning. A swift and seasoned creative architect of customer-centric communications and digital branding solutions I am advanced in the planning, design, deployment, and measurement of campaigns revolving around audience engagement and feedback. I conduct all marketing with an analytical bias and with a tight grasp on curation and design principles, client-centric usability, and best practices in the digital metaverse.

- Professional Graphic & Website Designer
- Copywriting, SEO, Ads, Metrics & Email Marketing
- PR, Social Media & Audience Engagement
- Corporate Brand Development
- Calculated Strategic Marketing
- Aptitude for Analysis & Problem-Solving

PROFESSIONAL EXPERIENCE

PTI Securities & Futures LP - Chicago, IL

A high-end boutique money management, securities, and brokerage firm serving investors and traders.

Refined and managed multiple B2C company brands; tightened messaging standards, articulated the “brand voice” and incrementally improved all online and offline marketing efforts. Designed and developed dynamic websites, optimizing each for organic search and lead capture. Analyzed web metrics, compiled reports, and measured email and direct marketing campaigns. Strategically positioned firm as a beacon of unique industry value and thought leadership through digital and traditional marketing, radio and televised media, audio and video content, relationship-focused educational seminars, and social media.

Vice President of Marketing (6/2011 – Present)

- Leveraged connections to position CEO as financial expert on major TV, Internet, and press outlets (e.g. *Bloomberg, CNBC, Fox News, Reuters*) resulting in national and international exposure.
- Drove increased social media visibility, community followings, word of mouth and relationship marketing, facilitated engagement and feedback and devised strategic campaign ideation routes.
- Analyzed metrics associated with project life cycles, monitored client decision-making process, and remained savvy of trends in assuring ongoing internal improvements and site enhancements.
- Successfully spearheaded “Stocks and Jocks” financial radio show branding from logo through website launch, PR distributions, iTunes presence, social media marketing and merchandise hub.
- Co-produced daily radio shows and podcasts, produced video, wrote commercials, stimulated engagement through promotions, social media and PR, and directed two part-time sales staff.
- Executed prospect investment education seminar events to empower clients and potential clients. Developed presentation materials, governed overhead cost control, surveys and follow-up exchanges, assessing ROI and achieving an approximate 20% new client conversion rate per event.
- Negotiated successful collaborative connections with numerous third party vendors, consultants and broker-dealers as well as cultivated client relationship marketing for greater share of mind.

Corporate Marketing Director (7/2003 – 6/2011)

- Autonomous decision-maker in remodeling offline and online presence for optimum interactivity, resulting in clearer messaging, targeted lead generation, improved SEO, increased traffic, influence, partnerships, and client acquisition / retention within a very limited marketing budget.
- Strengthened and cross-advertised services via collaborative relationships with corporate peers and wrote / distributed press releases to media outlets announcing newsworthy benchmarks and events.
- Aggregated and formatted dynamic content for dispatched weekly e-newsletter, monitored click-through rates and utilized engagement features (polling, surveys, testimonial collection, etc.)

- Established CEO's blog and facilitated reach through social media widgets and radio show cross-marketing, achieving increased readership stats, interaction, and professional connections.
- Sustained marketing department according to regulatory standards and oversaw internal email technical compliance solutions with third-party vendor and conducted FINRA regulation filing.
- Simplified educational digital teleconferencing process for clients and leads resulting in ease-of-use which significantly increased participation and conversion rates.

National Association of Credit Management (NACM) Chicago-Midwest - Rolling Meadows, IL
Illinois credit association branch assessing creditworthiness of area businesses on behalf of members.

Marketing & Membership Assistant (4/2002 – 5/2003)

- Redesigned and maintained company B2B website and sharpened overall branding standards.
- Held status of Artistic Director for bi-monthly newsletter, ensuring value added complex quality content and messaging consistency within stringent dispatch deadlines.
- Acted as a primary on event marketing and maintenance of contiguous member communications.
- Established relationship and collaborated with e-commerce vendor 5th/3rd Bank to implement web enabled credit card acceptance, providing simple means of client payment.
- Modernized online registration and contact forms resulting in smooth feedback and tracking avenues.
- Digitized all client-customized sales proposals and created associated brand packaging format.
- Presented and educated the association's board of directors on digital marketing initiatives.

Alliance Airlines - O'Hare International Airport - Chicago, IL
A B2B national air and ground cargo service company with several locations throughout the U.S.

Graphic & Website Designer (7/2000 – 12/2001)

- Created, edited and promoted B2B local and national corporate marketing campaigns increasing brand exposure and extending service mission in a fast-paced, multiple-deadline environment.
- Redesigned published collateral advertisements on behalf of several air cargo divisions across the U.S., including collateral and full magazine spreads in cargo publications to better convey services.
- Established successful outside vendor relationships and designed, coordinated and directed all media pre-press and post-press marketing.
- Designed and maintained Internet and intranet websites greatly improving online visibility through search engine optimization and solely monitored web traffic and trends to pinpoint improvements.
- Partnered with sales on company goal-setting and provided reliable marketing support to sales team by creating client-customized dynamic digital sales presentations and proposals.

EDUCATION

2011 – Master of Arts Degree in New Media Studies – DePaul University (3.9 / 4.0 GPA)
 2002 – Webmaster Certification – New Horizons CLC, Chicago, IL
 2000 – Bachelor of Arts Degree in Illustration – Columbia College Chicago (4.0 / 4.0 GPA)

TECHNICAL CAPABILITIES

All MS Office applications
 Adobe Acrobat
 Quark
 PageMaker
 Windows Movie Maker
 iMovie
 Audacity
 Final Cut
 GarageBand

Photoshop
 Illustrator
 Flash
 InDesign
 Fireworks
 Dreamweaver
 HTML / DHTML / CSS
 JavaScript
 FrontPage

Google Analytics / Facebook Analytics
 Klout / Twitalyzer / YouTube Insight
 Wordpress and Blogger Site Stats
 Constant Contact
 Base Camp
 Prezi
 CRM and CMS software familiarity