

SARAH CHOREY

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EXPERIENCE

EatThisSF – June 2015 to Present (www.instagram.com/EatThisSF, www.sarahcraves.com)

Bay Area Blogger and “Foodie” Influencer

- Create weekly blog posts featuring Bay Area restaurants, events, activities, and travel ideas.
- Invited to local events as an influencer such as Flavor! Napa Valley Festival, StarChefs Rising Stars Gala, L.A. food critic’s “City of Gold” documentary launch.
- Develop partnerships with local food PR firms to execute event coverage and drive awareness of brands.
- Grew Instagram account to 10,700+ followers including many local chefs and restaurants.

Brit + Co. – San Francisco, CA – September 2016 to January 2017

Marketing Manager

- Executed marketing efforts as the dedicated social media and community consultant for Brit + Co. to their international client, Hallmark Cards.
- Planned and managed social media strategy for Hallmark’s newest card line, Studio Ink, through paid distribution, account growth tactics, content development, influencer outreach, and community engagement.
- Developed content schedules and messaging for 28 social media posts per day.
- Built social following from zero to 140,000+ users across Facebook, Instagram, and Pinterest in four months.
- Developed product launch plans for social incorporating product A/B testing, influencer outreach, and paid distribution for Thanksgiving and Valentine’s Day card lines.
- Worked cross-functionally with Hallmark creative teams to execute photo shoots for social assets.
- Partnered with internal creative teams to concept and execute 12 seasonal sponsored articles for publication on Brit + Co.’s website, highlighting the Studio Ink brand.
- Identified relevant users for influencer program, elevating Studio Ink’s relationship with key influencers and resulting in social media posts reaching 20K+ users.
- Effectively managed partnership budget of \$150K quarterly for social media across all channels.
- Managed paid ads for Instagram, driving 12K+ engagements and 2.6X daily follower growth in three months.
- Executed sales promotion strategy via social ads, driving an 18X traffic increase to Hallmark product pages.
- Created marketing metrics dashboard to monitor weekly growth which exceeded client’s KPIs.
- Delivered bimonthly presentations to Hallmark executive leadership on current social growth, engagement levels, strategies, learnings, and KPIs.

Cheetah Ad Platform – San Francisco, CA – January 2016 to June 2016

Brand Marketing Manager (Contract Position)

- Launched new website with updated brand positioning, managing web engineering team for implementation.
- Developed product decks for sales team presentations and quarterly sales training company summits.
- Participated in weekly PR meetings. Edited articles for press, reviewing concepts and messaging of content.
- Created infographic on app usage, managing project timeline and creative team for production with exclusive publication partner VentureBeat and additional coverage in AdWeek.
- Partnered with sales to identify client success stories, compiling 30+ case studies.

RadiumOne – San Francisco, CA – May 2013 to December 2015

Product Marketing Manager, Po.st Sharing Platform

- Executed multi-channel marketing campaigns by developing sales materials, website, videos, social media, lead generation, email, events, blog, paid search, press, and webinars for the Po.st product.
- Developed go-to-market plans to execute email blasts, blog posts, and social media for product launches.
- Managed external agency in creation of product videos featuring Po.st tool and features.
- Assigned and edited all blog content, developing a publishing strategy that increased page views from 200 to 6,000 per month.
- Created infographic on social sharing trends published in VentureBeat and picked up by 9 other news outlets.
- Owned social strategy, growing Twitter followers by 58.9% and Facebook page likes by 111% in 1 year.
- Developed product messaging through pitch decks and one-pagers for the sales team.
- Executed landing pages with messaging differentiating our product from competitors, optimized for search.
- Built tailored consumer messaging for two monthly email campaigns via Marketo with a 20% open rate.
- Coordinated user research through surveys to identify pain points and potential new features. Collaborated with engineering team to build in these features, announcing launch through blog posts and email.
- Managed website redesign, developing new value messaging and directing design team in production.
- Produced webinar on product features to re-engage and convert clients. Managed design and marketing team members for execution, resulting in 200+ new leads and a 28% conversion rate.
- Collaborated with account managers to identify client success stories, developing 20+ case studies.
- Executed event strategy by drafting proposals, managing budgets, negotiating sponsorships, preparing sales materials, and staffing onsite team.
- Tracked and analyzed project performance through quarterly reports with key metrics and Google Analytics.

StumbleUpon – San Francisco, CA – November 2010 to January 2013

Community Manager

- Wrote help articles and community stories showcased in 20+ blog posts via the WordPress platform, driving 20,000+ new site visits per month.
- Developed strategic partnerships with Lonely Planet and Nicole Richie's fashion brand to execute contests, growing followers by 1,091% on Instagram and 125% on Twitter respectively.
- Facilitated a user proposal through collaboration with the engineering team. Created proposal video with 48,000+ views, leading to press coverage in AdWeek, Huffington Post, Mashable and TODAY.com.
- Implemented and managed Instagram account growing followers from zero to 7,600 in one year.
- Ran quarterly community events including a panel with speakers from Google, Eventbrite, and Samasource discussing women in technology with 350+ attendees and 500+ Twitter mentions.
- Gathered community feedback and engagement metrics from users to inform product decisions.
- Executed research through surveys, AB testing, and focus groups to gather insights for product development.
- Delivered weekly community updates to product and engineering teams, as well as monthly presentations to all 100+ employees.

EDUCATION

Bachelor of Science in Commerce – Marketing, Communications

Santa Clara University, Santa Clara, CA, 2010 · Honors: Dean's List, ACE Business Scholarship

PERSONAL

Avid runner, obsessed with food, (IG: [@EatThisSF](#)), culture blogger (www.sarahcraves.com), travel enthusiast.