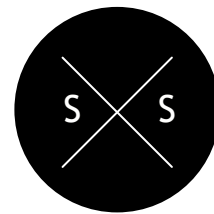


SARAH J. SHARIFI

SR. CONTENT MARKETING MANAGER | STRATEGIST



PORTFOLIO

www.sarahjsharifi.com

linkedin.com/in/sarahjsharifi

CONTACT

San Francisco, CA

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EXPERIENCE

Autodesk
San Francisco, CA
2017 - present

Content Strategist, Sustainability & Foundation

Responsible for content strategy, content creation & distribution for Autodesk Sustainability team and corporate philanthropy. Manage agencies and contractors for graphic design, web development, copywriting and video production. Owner of Autodesk Foundation website and social channels. In five consecutive quarters, increased social engagement by more than 20%. Successfully executed two website refreshes and three brand-level integrated campaigns. Works closely with Autodesk executives to deliver thought leadership content strategy, earning VP of Sustainability a "Twitterati" award. Collaborates with Autodesk product teams to deliver high-performing content to communicate customer stories and industry trends in architecture, engineering, construction, manufacturing, sustainability and design.

Spruce Finance
San Francisco, CA
2016 - 2017

Channel Content Marketing Manager, Solar

Developed UX/UI content strategy for FinTech software app and support portal used by channel partners. Responsible for content strategy within B2B channel, coordinating lead generation and promotional programs that resulted in average 15% volume lift. Analyzed user behavior and site analytics to inform new information architecture of website site refresh. Conducted content audit, analyzed site performance and analytics to rewrite Meta framework and optimize content for website relaunch. Project managed website refresh and established KPIs at integral checkpoints throughout the project. Lead editorial development of channel marketing and B2C materials. Implemented an editorial style guide for use across sales, marketing & product teams.

SolarCity
San Francisco, CA
2015 - 2016

Online Content Manager & Strategist

Managed editorial calendar for website, SolarCity-branded blog and social media accounts. Developed & wrote UX/UI content for lead capture tool, SolarCity customer app and internal sales tool built as an angular app. Directed content integration across all microsites based on audience and vertical, ensuring brand and messaging consistency. Responsible for building multivariate AB testing, monitoring analytics, and developing KPIs, contributing to a 22% conversion lift on SolarCity website. Launched content marketing blog and created strategy for nurture campaign. Created content for new product launches including solar loan, Tesla battery storage and solar roof. Implemented SolarCity's content strategy for entrance into international markets including Mexico and U.K. Frequently collaborated with creative teams, engineers, product managers and developers.

Copypanthers
Istanbul, Turkey
2013 - 2015

Sr. Content Marketing Manager

In agency setting, led team of 15 content writers in content marketing within new international markets. Created content models and Meta frameworks for unbranded content for clients in financial and tech industries. Managed localization in international markets, optimized blogs using UX and SEO direction. Created content for case studies, product descriptions, eBooks, direct response ads & sales tools.

The Oil & Gas Year
Istanbul, Turkey
2012 - 2014

Content Editor

Project management of Africa content & publications, including remote team of writers. Created technical, energy-related content, earning more than €1 million in regional projects. Produced marketing materials for international product launches to gain exposure. Wrote articles on 30 international oil and gas markets. Web published regional content and coordinated UX strategy across site.

AV Academia
Seoul, South Korea
2010 - 2012

Marketing Manager

Led strategy on brand, content and design of English language textbooks. Owned development & training of print and online marketing materials. Created content for three successful textbooks. Within six months of print, book one had sales revenue 21% beyond forecast. In the same period, book two sales increased by 7%. Increased total market share by approximately 30%.

Hallmark Marketing
San Diego, CA
2007 - 2010

Retail Business Coordinator

Executed national marketing campaigns (Priority/Express Mail) and designed POG/POP. Led market research on new product launch in post offices (greeting cards). Increased retail revenue in Pacific region by 22% after four consecutive quarters of declining sales in a high-volume market. Managed new product development to deliver national calendar window, resulting in 4% sales lift.

Newell Rubbermaid, Inc.
San Diego, CA
2005 - 2007

Marketing Representative

Increased awareness of key brands (Sharpie, Expo, Dymo) at retail accounts including Office Max, Office Depot and Staples, leading to an 8% increase in regional sales. Represented brand at tradeshow and key national sponsorship events (NASCAR, Sharpie 500). Teamed with brand team and field sales reps on product launches and national marketing campaigns to maximize sales revenue.

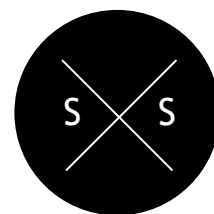
Presence Marketing, Inc.
Schaumburg, IL
2004 - 2005

Marketing Associate

Directly interfaced with key distributors including UNFI and Tree of Life to create and launch customer-specific trade/promotional plans, sales strategies, and product launches and tradeshow events. Brands include Burt's Bees, Annie's Organics and Kraft. Collected sales and promotional data from the field. Compiled and analyzed sales data on distributors and organic food co-ops nationwide.

SARAH J. SHARIFI

SR. CONTENT MARKETING MANAGER | STRATEGIST



EDUCATION

Western Illinois University
2001 - 2004

Certifications
2005 - present

Bachelors of Arts in Journalism

*Marketing & digital photography curriculum. Minored in Spanish language.
College internship included being a Public Affairs Editor with U.S. Army Eastern Region R.O.T.C.*

Continuing Education

LUMA certified, Google Analytics certification, SEO for Small Business, Optimizely Power Users, TESOL

FREELANCE

Self

Copywriter & photographer
2004 - present

Gengo, Inc.

Content Strategist & Blogger
2017 - present

PetBot

Digital Consultant
2017 - present

Line2

Content Strategist & Lead Writer
2014 - 2017

The Content Factory

Content Producer
2009 - 2013

VOLUNTEER

Autodesk Foundation Grantees

Web & Content Support
2017 - present

GRID Alternatives

Solar Installer
2016 - present

San Francisco Film Festival

Events Team
2015 - present

SeoulStyle Magazine

Online Entertainment Editor
2010 - 2012

San Diego Film Festival

Co-Director of Special Events
2006 - 2009

EXPERTISE

Copywriting/editing	<div></div>
SEO/SEM	<div></div>
Social media	<div></div>
Strategic planning	<div></div>
Project management	<div></div>
Web & social analytics	<div></div>
User-centric design	<div></div>
Lead/demand generation	<div></div>
Content modeling	<div></div>
Product marketing	<div></div>
Team management	<div></div>
Integrated campaigns	<div></div>
Paid social	<div></div>
Graphic design	<div></div>
CMS familiarity	<div></div>
Email marketing	<div></div>
Mobile responsive UX	<div></div>

REFERENCES UPON REQUEST

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