SARAH A. REINBOLT sreinbolt@gmail.com | 216.375.1502 |

##### Modern Integrated Marketing manager

*Global Channel Marketing | Product Marketing | Integrated Marketing Communications*

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*10 years’ experience championing integrated marketing, branding, campaigns, and seller acceleration building awareness and engagement to drive sales and client growth in B2B / B2C / H2H. Astute ability translating complex content to be easily understood.*

**CORE COMPETENCIES**

**Marketing** | Brand Digital Communications

**Management** | Product Program Project

**Strategy** | Analytics GTM Strategy Seller Acceleration

**Professional Experience**

**Integrated Channel Marketing Consultant**

 **INTEGRATED B2B/B2C/H2H MARKETING | CHANNEL** Cleveland, OH 2008- present

Develop and execute integrated marketing, email, and PR campaigns, digital analytics, competitive analysis, communications, social media, media speaking points, editorial calendars, and content plans.

* Developed differentiating brand enhancement program for a manufacturing advocacy organization.
* Conducted media and public relations for a coding boot camp start up.
* Conducted scorecard program analytics reporting for Microsoft Partners using Microsoft Partner Network (MPN) and Salesforce (SFDC).
* Built brand identity, executed PR and social media campaigns for an urban farm; 2000+ reach.

**Cisco Systems, Inc.**

 **INFRASTRUCTURE AND DIGITAL SOLUTIONS MARKETING MANAGER**  San Jose, CA 2013- 2016

***Enterprise Networks Catalyst Switch Portfolio Lead***

Managed, developed, and executed product and solution strategic marketing plans and Seller Acceleration for Cisco’s largest portfolio - $65B Enterprise Segment. Focus: Switching (Lead), Mobility, Wireless, Routing, SDN, IoT, Meraki-Cloud Networking, and Unified Compute Systems (UCS). Created and distributed sales-ready acceleration collateral and activities on all digital real estate, that simplified messaging and provided differentiating positioning.

* Determined KPI goals, evaluated. and analyzed KPI metrics.
* Led development and execution of field and partner communications plans, editorial calendars, and content. Determined messaging and positioning for customer success stories, blogs, social media, newsletters, landing pages, and website content. Developed rich media (videos). Amplified via lead generation and social media. Team Lead for product launches, announcements, and new product / solution introductions. Optimized all content. Vendor liaison.
* Led and managed weekly EN Activate Switching Program. Managed content strategy and quarterly calendar for training webinars. Organized event logistics and promotion. Achieved 14% attendance growth.
* Developed field training programs. Drove content development. Featured win: secured market leadership with 900 SDN SaaS software downloads by 300 companies within 90 days after initial launch; featured in subsequent launch.
* Built and managed community landing page in Jive for competitive offering initiative. (tiger team)
* Revamped EN Activate Training Series internal website. Created content, provided User Experience (UX) recommendations, and artistic direction. Developed roadmap for field to navigate program changes.
* Developed Loyalty program for SDN SaaS offering. Attracted over 175 members within 90 days.

**Sarah Reinbolt**

***Lead - Enterprise Networks Segment Internal Website Redesign and Platform Migration***

* Managed 9 Portfolio Leads to conduct site audits and determine content strategy. Reviewed content continuity, quality assurance and brand compliance. Collaborated with stakeholders to determine and ensure requirements and needs were adequately scoped and addressed. Mediated with User Experience (UX) and digital teams.
* Developed content messaging and positioning. Edited and curated content. Eliminated 64 superfluous pages and obsolete collateral.
* Architected, conceptualized, wrote, and optimized 3 pages for Migration Refresh Campaign. Designed site architecture to be leveraged by all other architectures. Developed work-flow communications to teach field (2K+) navigational process using the Cisco Ready tool.

***Services Solutions Marketing Manager for Internet of Things (IoT)***

* Produced a 7-module video partner enablement series from concept to offering supporting The IoT System launch simplifying message into easily understandable content. Amplified throughout all omni-channels. Achieved an 87% viewing completion rate out of 125+ field members.
* Developed an on-site high-touch seminar for alliance partners.
* Drove cross-functional team initiatives and strategy to support revenue marketing goals.

***Global Partner Integrated Marketing and Communications Manager (IMC)***

***Enterprise Networks Mobility Lead | Smart Solutions Lead***

* Drove engagement for Enterprise Networking portfolio. Managed and executed strategic global marketing communications Go-to-Market (GTM) plans, campaigns, content, programs, and demand generation. Determined KPI goals and analyzed efficacy for all communications.
* Ensured brand ‘voice’ was incorporated into all messaging. Worked cross-functionally / collaboratively with multiple stakeholders to drive MQL on all omnichannel digital real estate. Tracked KPIs / digital effectiveness.
* Managed partner launch content development, execution and amplification activities: landing pages, emails, webinar content, newsletter, social media, blogs, and communications.
* Introduced social media. Achieved 13% increase in partner launch participation. Managed four gated communities.
* Developed Partner Channel Program collateral and communications for incentives and promotional bundles, sales challenges, and demand generation.

***Avatar Arts Marketing Management, LLC***

 **PRINCIPAL** Cleveland, OH 1997-2007

Marketing | Brand Marketing | Public Relations | Events Management purpose-driven boutique agency focused on arts and cultural organizations and early adopter start-ups. Notable highlights:

* [**Tremont Neighborhood**](https://en.wikipedia.org/wiki/Tremont%2C_Cleveland): Created / executed branding, media and public relations, volunteer management (managed team of 60), advertising, and event initiatives reviving Tremont as a hip, neighborhood to live, work, and play. Collaborated with public sector, civic, city, county, and political groups. Appointed by City Counsel to Cleveland Arts Summits One and Two, Media Relations Chair. Managed Fundraising Program. Spearheaded and managed inaugural Tremont Arts and Culture Festival, including two reports and 60 volunteers; attracted 5,000 + attendees.
* [**Museum of Contemporary Art (MOCA Cleveland)**](http://mocacleveland.org/): Revitalized brand using digital process improvement measures. Conducted business development; procured underwriting; identified and cultivated new strategic alliances. Managed all Programming Events and Openings (25+ events), including high profile engagements. Oversaw community, media, and public relations; increased attendance by 72%, surpassing New Member Goals for the first time in 10 years. Won City of Cleveland championship for major international installation – drew 3,000 global participants.

**Sarah Reinbolt**

## EDUCATION

**Case Western Reserve University**

Weatherhead School of Management, MBA (Marketing / Technology)

Cleveland, OH

**The Ohio State University, BA Journalism**

Columbus, OH

**AWARDS:**

* Connected Recognition Award from Meraki stakeholder
* Connected Recognition Award from Platform Migration lead
* Connected Recognition Award from the Global Partner Marketing Director of IoT

**CERTIFICATIONS:** Digital Marketing | Social Media Specialist | Social Media Strategist | Executive MarCom | PMP in progress | Google Analytics in progress | HubSpot in progress | Twitter Flight School in progress

**MARKETING AUTOMATION TOOLS | SOFTWARE:** Salesforce | Omniture Site Catalyst | Google Analytics | Marketo | Eloqua | HubSpot | Jive | Silverpop | Hootesuite | Pardot | Adobe InDesign | Photoshop

**COMMUNITY INVOLVEMENT:** Cleveland GiveCamp Volunteer - Social Media Team, Content Strategist and Writer | Tech Savvy Women | OHTec RITE speaker (IoT) | #clehousinghack Social Media volunteer