

Carrie Sagel Burns

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PROFILE

With over 15 years in tourism and brand development, my expertise lies in forming strategic partnerships, understanding market dynamics, and leveraging technology to enhance customer experiences. I excel in utilizing data for informed decision-making and developing innovative marketing strategies. My experience spans entrepreneurial efforts and both B2C and B2B landscapes, collaborating effectively with stakeholders to drive business success and create memorable experiences.

As a proven leader passionate about strategy and business development, I leverage data analytics and the creation of strong relationships to influence others and deliver results. My love for learning and passion for storytelling enable me to craft the perfect narrative, ensuring each experience is both engaging and impactful. Additionally, I thrive in managing web and social media landscapes, staying current on industry trends, and implementing cutting-edge solutions to drive marketing effectiveness.

CORE COMPETENCIES/SKILLSET

Relationship Building & Management

Data-Driven Decision Making

Multichannel Marketing Strategies

OTA and Reservation System Expertise

Revenue Management & Optimization

Search Engine Marketing Strategy (PPC & SEO)

Social Media Strategy and Execution

Marketing Automation and Integration

Content Development and Community Management

Analytical Insights and Performance Optimization

Multi-channel sales/marketing: HubSpot, Zoho

Website/UI/UX: WordPress, Adobe Suite, Canva, Figma

Project planning/management: Google Suite, DropBox, Air, Slack, Asana, Basecamp, Airtable

EXPERIENCE

Arival | Director of Marketing

- Managed paid media, collateral, and marketing campaigns by overseeing strategic direction, creative development, and budget management
- Led the development and execution of multi-channel marketing strategies, focusing on various distribution channels in tours, activities, attractions, OTAs, and reservation technologies
- Spearheaded a comprehensive website redesign to enhance user experience and drive event and membership sales
- Utilized data analytics and CRM systems to refine marketing strategies and boost customer engagement
- Orchestrated content and marketing schedules, ensuring cohesive and compelling brand messaging across all channels
- Developed training materials and SOPs to ensure team consistency, transparency, and continuous growth

Atlanta Movie Tours | Co-Founder/CEO

- Led tourism and travel industry sales in B2B, B2B2C, and B2C channels, managing wholesale, OTA, and DMC accounts to drive revenue growth
- Crafted and executed distribution marketing strategies that boosted visibility and market presence
- Developed and maintained strategic corporate alliances, leveraging partnerships for successful marketing promotions
- Created and implemented comprehensive marketing and sales strategies that solidified brand recognition across all channels and platforms
- Enhanced customer experience and operational efficiency through advanced reservation technologies
- Achieved year-over-year growth through strategic multi-channel sales and marketing development and robust relationship-building

Cre8ive Industries | Founder/CEO

- Directed end-to-end website development and branding strategies, significantly enhancing customer engagement and web traffic
- Led global cross-functional teams in marketing, design, and web/game development projects, ensuring seamless collaboration and high-quality outcomes
- Implemented quality assurance processes to guarantee cross-browser compatibility and consistent brand representation
- Managed client relationships, translating business needs into creative solutions that exceeded expectations
- Developed innovative multi-channel marketing strategies, including social media and content development, that drove brand awareness and customer loyalty
- Analyzed market trends and user feedback to improve product offerings and customer satisfaction continuously

EDUCATION

Mercer University - Marketing MBA

BOARD EXPERIENCE

Atlanta Convention & Visitors Bureau
Castleberry Hill Neighborhood Association
Delta Sigma Pi
Entertainment Tourism Alliance of Georgia
Mueller Lofts Condo Association

COMMUNITY IMPACT

ArtsATL
Children's Restoration Network
Free99Fridge
Gateway Center
LifeLine/Fulton County Animal Services