



# SARAH STAHL

Entrepreneurial Minded  
Marketing Leader

## WHO I AM.

An innovative entrepreneur, creative business developer, natural leader & Army veteran in pursuit of solving community problems that result in improved standards of living. I've been passionate about all things business for as long as I can remember and continuously find ways to better serve my community through a results based economic growth process.

## MY GOALS.

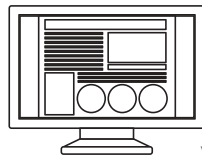
Keeping organizations up-to-date with current marketing standards congruent with changing consumer trends. I always aim to provide superior marketing management, brand building and user connectivity by strategically and analytically building communities that market for you.

## MY PHILOSOPHY.

Everything is "Figure-ouable," and I've yet to discover a problem that can't be. As a relentless problem solver I lead with honest integrity exhibiting a high degree of objectivity built around the sentiment of being fair and building trust with everyone I meet.

# MY WORK + CONTACT

The following urls offer a professional overview. Additional info on following page.



Personal Website  
[www.sarahstahl.com](http://www.sarahstahl.com)  
Professional Website  
[www.mountainlakeschamber.com](http://www.mountainlakeschamber.com)



@mrsdstahl



[sstahl@scottsboro.org](mailto:sstahl@scottsboro.org)



910-545-6911



69 Brad Street  
Scottsboro, AL 35769

# MY TIMELINE

1982

Born In Nashua, NH  
Grew up in Vero Beach, FL  
Graduated in Townsend, MA.

2000

Following HS graduation I immediately joined the U.S. Army. As a finance specialist, I was stationed in Germany from 01-03

2002

Married my incredible husband, & served 16 years as an active duty military family & business owner. We now live in Scottsboro with our 3 kids.

2007

Started my first business that I Owned/operated for 7 years & later sold to my business partner.

2013

Graduated from Faulkner University in Montgomery, Alabama with a Bachelors in Business Administration.

2014

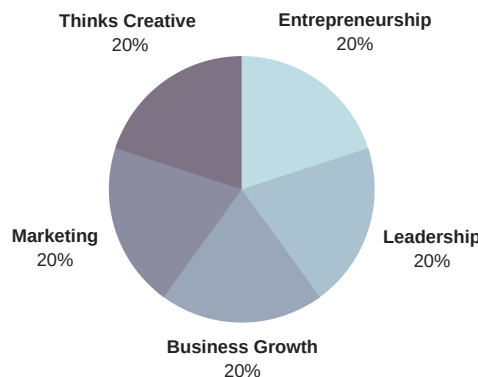
Continued my education to receive a Masters Certification in mass communication & digital media from the University of Florida.

Became a managing partner with a digital marketing agency - Avant Creative - and responsible for client based brand and business development management for four years.

2018

Currently the Director of Marketing & Tourism at The Mountain Lakes Chamber of Commerce, responsible for marketing and measuring an ongoing brand awareness and community relations campaign. While here, I earned a Masters in Marketing with a concentration in global digital communications from SNHU.

# SKILLS SNAPSHOT



# CERTIFICATIONS

## Inbound Marketing by Hubspot

- Showed proficiency in the inbound approach to doing business which is more human and customer-centered.

## Social Media Marketing

- Gained insight to various social media platforms as well as new areas in mass communication technologies and techniques - with 10 years of experience.

## Google Analytics

- Earned by demonstrating Google standard proficiency in Analytics.

APRIL - NOVEMBER 2021 | WAS SELECTED TO PARTICIPATE IN TWO CONTINUING EDUCATION COHORTS  
MARKETING COLLEGE IN MACON, GA - PRESENTED BY SOUTHEAST TOURISM SOCIETY'S MOST ELITE TOURISM PROFESSIONALS  
COMMUNITY INNOVATION ACADEMY - AN ECONOMIC DEVELOPMENT PROGRAM PRESENTED BY TVA - APPLICATION ONLY INVITATION

NOVEMBER 2017-AUGUST 2019 SOUTHERN NEW HAMPSHIRE UNIVERSITY, MANCHESTER NEW HAMPSHIRE  
MASTERS OF SCIENCE IN MARKETING WITH A GLOBAL DIGITAL MARKETING CONCENTRATION (30 MARKETING CREDITS)

AUGUST 2014- MARCH 2015 UNIVERSITY OF FLORIDA, GAINESVILLE FLORIDA  
GRADUATE LEVEL CERTIFICATE IN MASS COMMUNICATIONS + SOCIAL MEDIA MARKETING (12 MARKETING CREDITS)

NOVEMBER 2010-NOVEMBER 2013 FAULKNER UNIVERSITY, MONTGOMERY ALABAMA  
BACHELORS IN BUSINESS ADMINISTRATION & MANAGEMENT (6 MARKETING CREDITS)

SEPTEMBER 2018 - CURRENT DIRECTOR OF MARKETING & TOURISM AT THE MOUNTAIN LAKES CHAMBER OF COMMERCE

OCTOBER 2014 - AUGUST 2018 DIGITAL MEDIA STRATEGIST AND MANAGING PARTNER AT AVANT CREATIVE WHERE I WAS RESPONSIBLE FOR DEVELOPING & EXECUTING CONTENT OPTIMIZATION AND BRAND CONSISTENCY FOR MULTIPLE CLIENTS ACROSS THE COUNTRY.

NOVEMBER 2013- JUNE 2014 INCARE TECHNOLOGIES, SOCIAL MEDIA MARKETING MANAGER  
MANAGED, CREATED AND ANALYZED SOCIAL METHODS TO DETERMINE DEVELOPMENTAL ROI

JANUARY 2007-2013 PAPER PERFECTIONS, OWNER  
HIGH-END WEDDING INVITATION DESIGN, MANUFACTURING, & SALES

SEPTEMBER 2001-2004 US ARMY, FINANCE SPECIALIST  
CUSTOMER SERVICE AND FINANCIAL ASSISTANCE TO SOLDIERS IN EUROPE AND THROUGHOUT THE BALKANS

## LEADERSHIP DEPLOYMENT

- Built and strengthened relationships with 100+ key business, government, education leaders and citizen stakeholders
- Led 30+ marketing initiatives, fundraisers, promotions, and viral marketing campaigns - both online and off
- Defined and deployed organizational purposes, by establishing key performance indicator (KPI) focused goals
- Networked worldwide with 50+ digital journalist, bloggers and podcasters to build influencer relations
- Outlined and optimized customer service processes to ensure positive & consistent user experiences - for all!
- Planned, implemented and managed 10+ community programs that increased tourism related visitation, and local business growth
- Responsible for hiring and managing 10+ contractor teams for a variety of community results-based projects
- Managed 60+ projects for 10+ organizations who applied cutting edge social strategies to increase their return on investment (ROI)
- Experience developing and implementing 10+ integrated strategic marketing and communications plans to advance market share
- Actively supports economic and community development initiatives with county-wide leaders
- Manage 10+ web, multimedia, and art design staffs to create visual assets and other digital content related to community marketing

## MARKETING STRATEGIES

- Developed and launched over twenty-five online marketing strategies for 30+ industries - across multiple media platforms
- Guided company staff to integrate marketing strategies across multiple social platforms to create a balanced marketing mix
- Continuously leveraged real time analytics to fine tune marketing content across multiple consumer touch-points, both on and off line
- Develop forward thinking market and competitive positioning to solidify & execute on several brand's corporate identity
- Authored web optimized press release, resulting in monthly recognition with state-wide media outlets
- Conducted competitor analysis for employers to increase their position in the marketplace
- Managed targeted advertising for employers on predominate media platforms, both online and off
- Responsible for maintaining a 60% organic reach on social media, without out running any paid advertising
- Superior speaking, content writing, relationship building, networking, and customer service skills
- Serve as a spokesperson and lead point person on media interactions that help promote and/or impact organizational growth
- Experience with team based product growth development that resulted in increased sales performance
- Produced, organized the completion of an annual relocation magazine in partnership with the Sentinel
- Won 1st Place for Best Niche Publication in the Alabama Press Association's Media Awards Editorial Contest

## WEB & ANALYTICS MANAGEMENT

- Structured and optimized analytic capabilities to track visitor's behavior on 100+ web pages
- Analyzed web metrics such as time on site, page views per visit, transaction volume and revenue, click through rates, CPA+PPC, and other analytic functions to determine ROI for the purpose of building & managing a results based \$100,000+ dollar tourism budget
- Combined data sets from multiple social platforms to accurately profile user intent
- Collected, audited, and analyzed KPI metrics to generate monthly reports for clients
- Optimized website exposure by analyzing search engine patterns to direct online placement of keywords or other content
- Gathered data on competitors to analyze price, sales, and method of marketing distribution using advanced analytical software
- Collaborated with merchants, webmasters, bloggers and editors to strategically place hyperlinks that increased web traffic
- Coordinated with developers to optimize website architecture, server configuration and page construction for SEO consumption