






SARA KABLACK

INTEGRATED MARKETING
EXPERT



CONTACT

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PROFILE

Full-stack marketing professional with 20+ years in agency **project management, digital strategy, and campaign management.** In client-side marketing, focus on **B2B products & services.** Recognized for generating **creative ideas** that resonate with commercial audiences. Accomplished in **strategy, ideation, implementation, analysis, and program optimization.** Expert in **organizational operations.**

SKILLS

Branding	■	■	■	■
CMS Management	■	■	■	■
Content Marketing	■	■	■	■
Data Analysis	■	■	■	■
Email Marketing	■	■	■	■
Paid Search	■	■	■	■
Paid Social	■	■	■	■
Project Leadership	■	■	■	■
SEO	■	■	■	■
Social Content	■	■	■	■
Team Management	■	■	■	■
Web Development	■	■	■	■

EXPERIENCE

MARKETING MANAGER

Janitza LP | 2022 - present

- Manage all marketing campaigns across channels -- digital, print, video, webcasts, shows, and social media -- from concept to completion for this German manufacturer of electrical equipment.
- Primary responsibility for agency and vendor relationships and deliverables.
- Strategy updates resulted in hundreds of leads from sponsored content, engagement increase of 200% on LinkedIn ad campaign, and LinkedIn follower growth of 80% in 7 months.

SR. MARKETING SPECIALIST

Albireo Energy | 2021 - 2022

- Managed creation of new corporate website for this commercial smart buildings system integrator, from vendor selection to content implementation and SEO.
- Contributed to development of Albireo's first Environmental, Social, and Governance (ESG) report.
- Created and distributed all internal communications to 1200+ employees, including emails, newsletters, and SharePoint intranet.

MARKETING MANAGER

Global Power Technologies | 2020 - 2021 (acquired by Albireo Energy)

- Strategized, created, launched, measured, and optimized all integrated B2B marketing campaigns for this power monitoring system integrator & electrical engineering firm.
- Launched a full company rebrand, including apparel for 11 job sites, new website, business cards, and full corporate identity 8 weeks after joining the company.

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DIRECTOR OF MARKETING

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EDUCATION

Master of Business Administration

Marketing & Managing Information Systems

Joseph M. Katz Graduate School of Business
University of Pittsburgh

Bachelor of Science Business Administration Marketing

University of Pittsburgh

REFERENCES

Ken Newsome (supervisor)

Albireo Energy - formerly VP Sales & Marketing at Global Power Technologies

ken.newsome@gptllc.com
(770) 883-5087

Simon Awadalla (coworker)

Formerly Sales (Buildings Division) at Global Power Technologies

(678) 778-6543

EXPERIENCE

SEO SPECIALIST & PROJECT MANAGER

Hog The Web | 2019 - 2020

- Built out SEO capabilities, sold related services, and serviced SEO client accounts.
- Created, measured, and optimized paid advertising (social and search) campaigns.
- Managed international team developing and maintaining WordPress-based sites.

B2B MARKETING SPECIALIST

Speartek | 2016 - 2018

- Managed implementations of Speartek's wholesale B2B e-commerce platform.
- Expanded digital marketing offerings by selling, planning, and developing SEO, search and social advertising, and remarketing campaigns for clients.
- Wrote all marketing collateral for Speartek, including blog posts, e-mail newsletters, articles, and case studies.
- Worked closely with PR firm to increase Speartek's offline presence and name recognition in the Atlanta tech community.

Additional experience available upon request

VOLUNTEER

FOUNDER

One Million School Supplies

- Founded 1MSS to recognize our teachers as they persevered through the challenges of the 2020 school year.
- Connected teachers with donors for needed supplies.

OTHER VOLUNTEER ACTIVITIES

- **Start Small Think Big** - Advise entrepreneurs in disadvantaged areas on digital marketing; deliver website services on a volunteer basis.
- **Cathafire** - Fulfill online marketing requests for various non-profits.
- **7x24 Exchange** - Served on board for Women in Mission Critical Operations (WiMCO) committee.
- **Sewing Masks for Area Hospitals** - Distributed 60K masks to healthcare workers in the Atlanta area.
- **Mad Dash for Masks** - Distributed 7K masks to low-income students within the Clarkston school cluster.