

Sarah Rhodes

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Highly accomplished and dynamic marketing strategist with over nine years of experience and a proven track record of driving results. Aptitude for cultivating brand and advertising strategies, quantitative research, campaign planning and management, consumer insights, behavioral analysis, and advanced data analytics to amplify results. Proclivity for fostering multifarious relationships between clients, agency partners, and internal teams to produce instrumental marketing/advertising plans to boost brand and sales performance.

PROFESSIONAL EXPERIENCE

Perceptive Group (acquired by BBDO network), Auckland NZ
Group Account Director (promoted from Account Director)

April 2016 – July 2018

- Advanced the agency's strategy and insight offerings to deliver tangible, intelligent outputs across tier-one clients: Burger King, Contact Energy (second largest energy provider in New Zealand), Trade Me (New Zealand's largest buying/selling website), and Xero.
- Delivered 100% return on investment across 12 inbound clients by strategically attracting and nurturing persona driven sales leads. Clients included top New Zealand real estate offices (Bayleys, Ray White, and Property Brokers), and Brother.
- Increased Perceptive's EBITDA by over 100% in two years by improving client satisfaction and internal productivity.
- Led Perceptive Group's advanced data analytics development plan (DMP and social listening model) with key internal stakeholders to bolster strategic capabilities, strengthen client relationships, and retainers.
- Enhanced consumer-driven advanced data analytics to communicate complex ideas in simple terms supported by Power BI dashboards for cultivating brand and market strategies.
- Strategic steward for tier-one clients and advertising agencies (Y&R and BBDO) on brand strategy, campaign plans, media targeting and creative concepts, to successfully execute brand and product offers delivering strong campaign results and increase client revenue.
- Presented quarterly reports to senior clients amplifying long-term strategic vision and business growth opportunities.
- Overhauled an underperforming inbound division restoring client relationships, progressing its strategy, and resulting in an NPS of 57 for the division.
- Cultivated a team of account managers to improve client services skills (client management, communication and internal procedures). Mentored junior research consultants, data scientists, and designers to elevate skills improving quality and increasing productivity.

Young & Shand, Auckland, NZ

November 2014 – December 2015

Digital Strategic Planner (promoted from Senior Account Manager)

- Responsible for delivering fast-paced advanced digital and social campaigns across FMCG brands, which included the Heinz Wattie's portfolio and Smirnoff.

- Liaison between internal account managers and creative teams cultivating digital strategy for over 30 agency clients with a focus on social activation, ensuring alignment to above the line advertising activities.
- Effectively provided clear leadership and project management for integrated teams (UX, Development, Account Management, Creative and Design) to deliver Kiwi Property Group's new 17-page website.
- Managed a team of account managers to confirm all client-facing work was strategically sound and accurate while also ensuring growth of individual skill sets.
- Managed senior client relationships and budgets. Responsible for hitting monthly billing quotas.

Unity ID, Auckland, NZ
Senior Account Manager

May 2014 – October 2014

- Directed Westpac's (one of Australasia's largest banks) behaviorally triggered customer communication strategy across their channel suite: mobile, ATM, in-branch, online and EMD.
- Created content in the CMS to be used across mediums: eDM, dashboard, internet banking and SMS.
- Managed an Account Manager and Account Executive on Westpac to effectively set expectations, project requirements and scope.

Godfrey Q and Partners (now Godfrey Dadich), San Francisco, CA
Account Planner (promoted from Assistant Account Manager)

July 2009 – March 2014

- Developed global brand, advertising and campaign strategies fueled by consumer insights to augment brand positioning and creative for advertising activities. The result was a global client rebrand in over 20 countries that delivered a 21% increase in brand favorability and 65% increase in purchase intent.
- Managed brand and advertising strategy/deliverables for key agency clients (Symantec, Brocade and IGT) across print, online, out-of-home, and direct channels to foster brand awareness and lead generation.
- Affirmed Wired Magazine's brand strategy and identified future areas of growth for the executive team along with Conde Nast affiliates. Two years from implementation, Wired Magazine's audience grew by 50% and surpassed one billion-page views and 250 million unique visitors.
- Supported the account management team in brief development and refined key ideas across the agency's client portfolio. Reviewed creative work to ensure that brand and product insights were focused and the driving force behind creative ideas and executions.

EDUCATION

Syracuse University, Syracuse, NY
BS in Business (concentration in Marketing) and BA in Economics

2008

SKILLS

- Leadership and team management
- Long and short-term strategic planner
- Cultivating teams and mentoring junior staff
- Budget management and retainer negotiations
- Highly effective communicator
- Senior client management
- DMP (Lotame) management
- HubSpot platform management
- Brandwatch strategy management