

# Sarah McLean

✉ smclean06@gmail.com

☎ (734) 812-3008

📍 1285 Shoemaker Dr Westland, MI, 48185

## CAREER OBJECTIVE

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Experienced Marketing Strategist with a demonstrated history of working in two-step distribution with both B2B and B2C Marketing. Skilled in PPC Advertising, Marketing Strategy, Project Management, Data Management, and Process Development. Frequently praised as hard-working by peers, can be relied upon to achieve company goals. Adaptable to unique work situations from an office space to a picnic table – if the work is challenging and rewarding it's easy to dive in regardless of environment.

## PROFESSIONAL EXPERIENCE

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True Radius Marketing

Auburn Hills, MI

*Senior Strategist*

*Apr 2019 – Present*

- Develop or update project plans for proprietary technology projects including information such as project objectives, technologies, systems, information specifications, schedules, funding, and staffing.
- Collaborate with web, multimedia, or art design staffs to create multimedia web sites that conform to brand and company visual format.
- Maintain relationships with OEM and Distributor partners, while educating them on digital media outlets and translating relationships into revenue opportunities
- Collect and analyze sales data, using web traffic metrics such as page visits, transaction size, link popularity, click-through rates, and cost-per clicks.
- Conduct online marketing initiatives, such as paid ad placement, affiliate programs, sponsorship programs, email promotions, or viral marketing campaigns on social media Web sites.

PACE, Inc.

Plymouth, MI

*Marketing Coordinator*

*Apr 2014 – Apr 2019*

- Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- Collaborate with web, multimedia, or art design staffs to create multimedia web sites that conform to brand and company visual format.
- Collect and analyze sales data, using web traffic metrics such as page visits, transaction size, link popularity, click-through rates, and cost-per clicks.
- Collaborate with other marketing staff to integrate and complement marketing strategies across multiple sales channels.

## EDUCATION

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CENTRAL MICHIGAN UNIVERSITY

Mount Pleasant, MI

*B.S. Business Administration Candidate (Expected graduation May 2023)*

SCHOOLCRAFT COLLEGE

Livonia, MI

*A.A.S. Computer Graphics Technology (May 2012)*

## CREDENTIALS AND LICENSES

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- Google AdWords Certification

## REFERENCES

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References available upon request