

# SARAH HARWERTH-DE MARCO

## Marketing Communication Manager

Results-driven marketing communicator and award-winning designer focused on translating ideas into tangible results while delivering integrated marketing projects aligned with business goals on time and within budget.

### RECENT EXPERIENCE

#### Associate Marketing Communications Manager | Alma, Inc.

*Buffalo Grove, IL | November 2019 to present*

Collaborate with marketing communications director to develop omnichannel campaigns to increase lead generation and drive sales.

- Produced visual and written creative for digital, print, video, and environmental assets, ensuring brand compliance.
- Increased social media lead generation by over 200% in one month.
- Oversaw day-to-day vendor relationships for print and digital assets.
- Partnered with regulatory team to streamline approval process.

#### Design & Marketing Consultant | 6sides Marketing

*Arlington Heights, IL | June 2016 to December 2019*

Partnering with marketing teams for associations, manufacturers, and small businesses to help advance communication initiatives.

- Created visual and written messaging across multiple marketing channels.
- Developed social media campaigns, providing writing, graphics, and scheduling to ensure timely and consistent publishing.
- Analyzed website and social media statistics to measure results against communication goals and recommend improvements.
- Evaluated and improved user experience for websites, microsites, and landing pages to increase customer engagement.


#### Communications Coordinator | Palatine Jaycees


*Palatine, IL | June 2012 to December 2019*


Expanded community presence and increase brand recognition for a local civic organization.


- Led website rebuild, streamlined social media strategy, and expanded marketing efforts to increase membership retention by 18%; increased new membership by 23%.
- Increased cross-promotion opportunities with local businesses, Park District, and Chamber of Commerce in Palatine to expand community presence and secure new sponsorships.
- Established media connections to advance the organization's message and promote events, increasing organic media reach by 20% over three years.
- Developed omnichannel marketing communication plans to promote large-scale community projects.

### CONTACT

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 harwerth-demarco.com

### EDUCATION

#### General Assembly

*December 2018*

Digital Marketing Bootcamp

#### Computer Training Services

*November 2018*

Full-day SEO Course

#### Southern Illinois University Carbondale

*Magna Cum Laude*

B.F.A. in Visual Communication  
with Minor in Advertising

### SOFTWARE

- Adobe Creative Suite
- HootSuite & Sprout Social
- Microsoft Office Suite
- Constant Contact & MailChimp
- WordPress & Drupal
- Marketo

### SKILLS

- Graphic Design
- Brand Design & Management
- Copywriting & Editing
- HTML & CSS Coding
- Asset Management & Organization
- Website Content/Design
- Digital Marketing Workflows
- Social Media Strategy
- Marketing Database Management

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## Marketing Communication Manager

### Digital Operations Manager | RoofersCoffeeShop.com

*Yorba Linda, CA (Remote Position) | July 2016 to April 2018*

Collaborated with sales, coders, and business development to ensure day-to-day operations of online roofing publication.

- Increased lead generation for advertisers by designing cohesive digital ads and landing pages.
- Created and organized content calendar to manage 100+ blog posts each month.
- Wrote, scheduled, and managed content and layout for a weekly email newsletter, improving open rate over one year by 1%.
- Managed day-to-day relations with advertisers, leveraging relationships to develop new advertising leads.

### Creative Director / Product Marketing Manager | EagleView

*Rochester, NY (Remote Position) | July 2013 to June 2016*

Managed brand direction and improved marketing initiatives for a fast-growing SaaS company. Oversaw the full spectrum of project management, including initiating, planning, executing, and finalizing complex projects. Moved into Product Marketing Manager role to focus on branding for a new product line.

- Oversaw brand standards to strengthen print, digital, and trade show presence for the newly merged company.
- Directed internal creative and third-party freelancers and agencies.
- Collaborated with C-suite executives and vertical management to ensure written and visual assets aligned with branding and sales goals.

## ADDITIONAL EXPERIENCE

### Marketing Communications | Harwerth-De Marco Creative

*Arlington Heights, IL | August 2007 to June 2013*

Developed marketing communications initiatives for clients, including marketing strategy, graphic design, public relations, trade show support, and media relations—grew business over 200% over six years.

### Graphic Designer / Marketing Coordinator | HJE Marketing, a division of Carlisle SynTec

*Mundelein, IL / Carlisle, PA | July 2001 to August 2007*

Grew role and revenue for communications firm by expanding company's creative services offerings. Advanced into a more general marketing communications role.

## VOLUNTEER WORK

### National Women in Roofing (NWiR)

*January 2016 to November 2019*

Communications Committee

### Palatine Jaycees Board Member

*March 2012 to December 2018*

Region Director 2018

President 2017

Membership Vice President 2014

Secretary 2012-2013

### Midwest Roofing Contractors Association (MRCA)

*January 2015 to June 2016*

Advisory Council

### Chicagoland Roofing Contractors Association (CRCA)

*January 2015 to December 2015*

Marketing Committee