

Marketing executive with broad experience. Focused on **growing organizations and brands.**
Curious, open-minded, and collaborative.

EXPERIENCE Sarah Aldrich Consulting, Sole Proprietorship, February 2012–present

Marketing and Communications Consultant, Writer

- > Manages brick&batten's **blog**, which drives >300K monthly site visitors and acts as a lead-gen powerhouse; leads team of writers; creates **SEO-optimized strategy** + content calendar
- > Works on **content, strategy, and promotion** for BookBub, which has millions of followers and monthly visitors. **Managed launch outreach** and research for Chirp, their audiobook arm.
- > Manages **website, email, and digital marketing** for Artemis Strategy Group.
- > **Built social, email, and website** presence for Jason O'Beirne, a Chicago real estate agent.
- > Created daily emails for Curiosity.com, a media entity that was acquired by Discovery.
- > **Strategic communications consulting** partner for Grand Rapids PR firm COM 616.
- > **Brand manager** for orthodontic startup OrVance. Launched flagship product internationally.
- > **Wrote and published articles**, book reviews, and analysis ebooks for a wide variety of media.
- > Acted as **brand consultant and advisor** while living in Vietnam for a brewery, restaurant group, golf course equipment supplier, arts collective, coworking space, and transport engineering firm.

brick&batten, March–September 2022

brick&batten is the leading virtual exterior design company, with enviable content and web traffic metrics.
Marketing Director

- > Led development of **comprehensive growth marketing plan**, working closely with CEO.
- > **Led contracted resources** on SEO, design, PR, paid media, email, research, affiliate, and social media; **managed relationships** with consumer, industry, and vendor customers and partners.
- > Spearheaded the **strategic and tactical execution of marketing campaigns.**

Founders Brewing Co., Grand Rapids, MI, 2010–2015

Founders was one of the fastest growing breweries in the United States in these five years, highly respected in and outside of the industry, with an exceptional product lineup and remarkable brand loyalty.

Communications Manager, formerly Marketing Coordinator and Marketing Assistant

- > As the first marketing staffer at Founders, focus was on **brand building, digital marketing, social media, PR, and culture.** **Carved out purpose** for new position.
- > Developed and worked within **budget constraints; established strong brand voice and identity.**
- > **Wrote** and/or oversaw creation of **all external communications materials.**
- > Acted as **Webmaster.** **Led three site redesigns**, launched shop, created customer web tools.
- > Created, executed, and measured **PR campaigns; built relationships; managed firm.**
- > **Managed ad agency;** created campaigns and advertisements for industry publications.
- > **Led social media team.** Created, managed, and grew world-class presence. **Trained colleagues.**
- > **Launched industry-first beer finder mobile app** with 30,000 early users.
- > Ran **email newsletter** with over 16,000 subscribers.
- > **Supported growing sales team**, including **international sales.** Worked with **distributor partners.**
- > Managed **internal communications**, including creation of employee blog.
- > Represented brewery at industry **events;** helped plan and promote community events.

EDUCATION Michigan State University, Honors College, East Lansing, MI

B.A. in Professional Writing, emphasis in Editing and Publishing, with highest honors
Certified Specialist of Wine, Society of Wine Educators

- ## **ADDITIONAL EXPERIENCE**
- > **Past volunteer roles:** Literacy **tutor**, Grand Rapids Community Media Center **board of directors**
 - > **Internships:** **research and writing** for Career Services Network at Michigan State University, **editorial** at National Geographic Traveler, **editorial** at Martha Stewart Living Omnimedia