

SARAH PARKEY

BRAND MARKETING LEADER

724-816-2932

sarah.parkey13@gmail.com

Columbus, Ohio

EDUCATION

Ohio University

2009-2013

B.S. in journalism

- Specialized in English and German, held several communications-related leadership positions in Delta Gamma, and served as an editor for the school's magazine, *INC*.

EXPERIENCE

Provide, a subsidiary of Fifth Third Bank

2021 - Present

Director of Brand Marketing

As the Director of Brand Marketing, Provide, at Fifth Third Bank, I am responsible for developing and implementing brand strategies to enhance brand awareness and drive customer engagement. I collaborate with cross-functional teams to create and execute marketing campaigns across various channels, including strategic communications, digital, and social media.

- Developed and executed a comprehensive brand strategy, positioning Provide as the No. 2 healthcare practice lender in the industry, just behind Bank of America.
- Built Provide's first-ever content engine.
- Managed a team of content creators and digital marketing managers.
- Oversaw digital marketing campaigns, including email marketing and paid media, to enhance brand visibility and drive customer engagement.
- Collaborated with internal teams and vendor partners to create compelling content, including blog posts, videos, podcast episodes, speaking engagements, and trade publication articles to engage and educate target audiences.
- Conducted market research and competitor analysis to identify trends and opportunities for brand differentiation and market expansion.
- Managed the brand budget to ensure marketing efforts were cost-effective and aligned with business objectives.

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EXPERIENCE (CONTINUED)

Encova Insurance

2018-2021

Digital Marketing Specialist

- Collaborated with cross-functional internal and external partners on a company-wide rebrand initiative, which included a comprehensive marketing and communications strategy and site build.
- Managed and optimized paid search and social media advertising campaigns to drive traffic and conversions.
- Created and curated engaging content for internal and external communications channels, increasing associate and follower engagement and brand visibility.
- Conducted market research and competitor analysis to identify trends and opportunities for digital marketing optimization and campaign enhancement.
- Monitored and tracked campaign performance using analytics tools to optimize ROI and drive continuous improvement.

Involve, LLC

2015 - 2018

Senior Content Marketing Manager

- Developed and executed a comprehensive content marketing strategy, including blog posts, email marketing, and social media.
- Managed a team of content creators, providing guidance and feedback to ensure high-quality and engaging content.
- Served as account manager on Fortune 500 Company account.
- Collaborated with internal teams and external partners to create and distribute thought leadership content, enhancing brand credibility and industry recognition.
- Conducted market research and customer analysis to identify content topics and formats that resonate with target audiences.
- Monitored and analyzed content performance using analytics tools to optimize content strategy and drive continuous improvement.

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EXPERIENCE (CONTINUED)

The Shipyard

2013-2015

Senior Social Media Specialist

- Managed over 50 client accounts consisting of Nationwide Insurance independent agents.
- Led client local SEO strategy and implementation, and developed and optimized their website content.
- Developed, managed, and optimized a content marketing and social media strategy for independent insurance agents that increased their local follower engagement.

References available upon request.