

Sarah Mirando

Digital Strategist

Big picture, creative problem-solver with 10+ years experience building and leading content and digital marketing teams to success. Skilled at creating solutions and processes that allow cross-functional teams to collaborate effectively and solve end-user needs. Dedicated self-starter who thrives in a fast-paced, entrepreneurial environment and is passionate about getting into the minds of an audience to improve user experience, build brand loyalty, and inspire action.

✉ skmirando@gmail.com

📞 5202501884

📍 Portland, Oregon, United States

RELEVANT WORK EXPERIENCE

Digital Strategist

Thomson Reuters

05/2022 - Present

Remote

Achievements/Tasks

- Developed content and digital marketing strategy, brand voice, website architecture, and social media marketing plans for portfolio of clients.
- Collaborated closely with design, product, marketing, and sales to increase conversion through customer journey lifecycle.
- Wrote short- and long-form content for Web, social, and paid ad creative.
- Analyzed performance metrics to refine and improve content strategy.

VP Marketing & Operations

Top Class Actions

03/2013 - 09/2021

Remote

TCA is a legal news source + B2B lead gen agency that attracts 6 million+ consumers a month through SEO content + digital marketing.

Achievements/Tasks

- Built and directed editorial, content, design, and DevOps teams while positively contributing to team culture.
- Established processes, style guides, brand guidelines, and information architecture to improve cross-team collaboration and performance.
- Implemented new CMS, CRM, email marketing, and other platforms/tools to improve team workflows and support scalable growth.
- Directed content strategy and execution of 120+ marketing campaigns a month through all digital touch points: SEO articles, landing pages, email, social media, paid media.
- Oversaw social media strategy for Facebook, Instagram, Twitter, and LinkedIn to boost engagement + conversions through paid ads, influencer marketing, and organic reach.
- Defined email marketing strategy for list of 1M+ newsletter subscribers with 30% CTOR and 18% open rate.
- Ensured content marketing deliverables were perfectly edited and consistent with brand voice, style, and tone.

Co-Author & Developmental Editor

Lead2Goals, Executive Leadership Coach

03/2022 - 12/2022

Achievements/Tasks

- Co-authored and edited a book published in January 2023: *I Thought I Was Leader... A Guide To Building Trust, Leading Teams & Inspiring Change*

SKILLS

Leadership

Creative Problem Solving

Strategic Planning

Process Improvement

Cross-Functional Team Collaboration

Content Strategy

User Experience

Content Marketing

Copywriting

Copyediting

SEO Strategy

Email Marketing

Editorial and Content Management

Data Analytics

Project Management

Social Media Marketing

WordPress

Quality Assurance (QA)

Integrated Marketing

Audience Growth

Google Analytics

Website Operations

Digital Marketing

EDUCATION

B.A. Journalism

University of Arizona

Digital Marketing Strategy

Portland State University

ADDITIONAL EXPERIENCE

Editor in Chief, Top Class Actions

Remote (03/2011 - 03/2013)

Marketing Assistant, MAMBO Media

Portland, OR (10/2012 - 04/2013)

Copywriter/Copyeditor, SKP Media, LLC

Remote (01/2006 - 03/2011)

Assistant Online Editor, Entrepreneur Magazine

Irvine, CA (08/2004 - 09/2006)