

CONTACT

✉ sara@nantahalastrategies.com

📍 Hudson Valley, NY

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PASSIONS

Aspiring ceramic & textile artist
Outdoor enthusiast & USMS swimmer
Former professional equestrian & failed debutante

EXPERTISE

- Copywriting
- Communications planning
- Consumer research
- Consumer journey mapping
- Focus group & workshop facilitation
- Qualitative/quantitative research
- Audience profiling
- Brand strategy
- Brand positioning
- Verbal identity
- Naming and identity strategy
- Brand and message architecture
- Content strategy

OUTCOMES

220% growth in new clients for a client |
173% growth in total number of users making purchases on sales platform |
10x growth in press reach | 43% increase in organic site traffic per month |
11% growth in annual revenue | 194% growth in total blog visits |
32% growth in email list subscribers |
Largest Q4 revenue growth in company's history |
11% growth in total site visits in the millions

TOOLS

NGPVAN / LexisNexis / Heap / Nielsen Sprout / Buffer / Hootsuite / HubSpot MailChimp / Squarespace / HTML Wix / WordPress / Canva / Adobe Suite CSS / Zoho / Asana / Trello / Basecamp Salesforce / LibSyn / Riverside.fm Moz / Ahrefs / Screaming Frog Tableau / SQL / Google Studio

LANGUAGES

Languages beyond English with different levels of proficiency: French, German, Spanish, Arabic, Italian

REFERENCES

Available upon request

SARA PARKER

Brand Strategist & Copywriter

A seasoned freelance strategist, brand builder, and entrepreneur, I create impactful brand identities and platforms for legacy companies focused on building strong communities.

CONSULTANT ROLES

Recent clients and projects

- Droga5 – Campaign strategy for disaster relief efforts
- IBM – Brand and campaign strategy for machine learning project
- AirBnb – A/B tested content; campaign strategy for social good project
- Nielsen – First-of-its-kind research report on behaviors of nonprofit donors, qualitative and quantitative methodology of 1,500 individuals
- Gates Foundation – First-of-its-kind collaborative research project on donor giving behavior

BRAND STRATEGY DIRECTOR

Jan - April 2023

Scholastic, Education Solutions Division

- Challenge: How do you tell the story of the fastest-growing division of this legacy brand for the future?
- Led 2028 Strategy planning for brand and marketing teams responsible for education solutions, created and developed qualitative and quantitative research to discover business-changing consumer trends and truths (including competitive landscape analysis and in-depth interviews)
- Led brand positioning project, verbal identity (messaging, positioning, and copywriting), brand architecture, and consumer insight work.
- Developed final sales deck and corresponding narrative for sales team

MARKETING STRATEGY DIRECTOR

Feb 2021 - Jan 2023

maslansky + partners, Omnicom

- Challenge: How do you expand the brand and name recognition of the inventors of language strategy while keeping the high-tier quality clients expect?
- Led brand research, search and social strategy, positioning, architecture, messaging, product launch strategy, and copywriting work for agency's brand
- Managed company's brand portfolio, including naming strategies and brand name hierarchy
- Manage documentation of all brand efforts, including naming, design, and visual assets, within our team and across various levels of the organization
- Serve as project manager for brand projects and producer for podcast

Other brands: Microsoft, Twilio, Google.org, Gates Foundation, Vanguard Charitable, Raikes Foundation, Suleika Jaouad, The Isolation Journals, Candid, GlobalGiving, DonorsChoose

PERMANENT ROLES

Head of Consumer Innovation + Engagement, Charity Navigator, NY, 2017 – 2019
Generated record traffic and publicity for the world's largest and most utilized evaluator of nonprofits. Managed a team of 5.

Founder & CEO, ResistX, New York, 2016 - 2017 | Host & Producer, WNYU Radio, New York, 2017 | Field Organizer, NYC State Senate campaign, 2016

EDUCATION

NEW YORK UNIVERSITY, Gallatin School of Individualized Study

B.A. in Individualized Study. Graduated in 3 years. University Honors Scholar, Founder's Day Award Recipient, Dean's List. Thesis, "Political Engagement and Attachment Theory."

First and Second Degree Facilitator, Usui System, Reiki Healing

Certified and trained by Reiki Master Libby Barnett, MSW

Climate Reality Leader, The Climate Reality Project

Personally trained by former US Vice President Al Gore, as part of a global network of activists working to solve the climate crisis. #LeadOnClimate