

SARAH SAHL

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PROFESSIONAL SUMMARY

Early adopter and mission-driven Digital Marketing Strategist & MarTech Implementer with 10+ years of proven success driving B2B lead generation, optimizing the full marketing funnel, and achieving high-velocity social media growth. Builds technical solutions ahead of market demand—currently integrating LLM APIs (Gemini, Claude, ChatGPT) and full-stack architecture while driving 218% Instagram reach growth and building CRM infrastructure for 1,390+ healthcare facilities. Demonstrated ability to deliver 15-22% Year-over-Year growth while managing six-figure advertising budgets and leading digital content strategy across multi-location operations. Justice-sensitive continuous learner who identifies systemic gaps and builds the tools to solve them.

CORE COMPETENCIES

Demand Generation & B2B Lead Generation

LLM API Integration (Gemini, Claude, ChatGPT)
Full-Stack Development (GitHub, Netlify, Cloudinary)
CRM Pipeline Development & Marketing Automation
Early Technology Adoption & Innovation

Content Strategy & SEO Optimization

Social Media Growth (200%+ Organic)
Campaign Planning & Execution
Advanced Analytics (GA4, Tag Manager)
PPC/Meta/LinkedIn Ads Management
Budget Management (Six-Figure)

PROFESSIONAL EXPERIENCE

Independent Digital Strategy & Development (Freelance)

Mission-Driven Projects

Nov 2024 – Present

- **Social Infrastructure & Creator Tools:** Designed and deployed embr, a creator-owned social media platform featuring mutual aid networks, gig work connections, indie music streaming (think Spotify for indie artists), and creator-controlled monetization (tips, subscriptions). Built to preserve freedom of speech and creator autonomy in an increasingly algorithm-controlled digital landscape.
- **Career Equity Technology:** Built relevnt, an AI-powered career navigation tool democratizing access to ATS optimization and job search technology for individual job seekers, leveling the playing field against corporate recruitment systems.
- **Emigration Resources:** Launched passagr, a comprehensive, continuously-updated database helping Americans research international relocation pathways during a period of increasing domestic instability.
- **Technical Architecture:** Managed full-stack development, deployment, and hosting across 5+ custom domains utilizing LLM API integrations (Gemini, Claude, ChatGPT), version control (GitHub), continuous deployment (Netlify), and cloud asset management (Cloudinary) for scalable, real-time data exchange.
- **Continuous Innovation:** Early adopter of emerging technologies, integrating AI/LLM capabilities 6-12 months ahead of mainstream marketing adoption to solve real-world problems before the market catches up.

Project Manager (Contract)

HealthTech Associates

May 2024 – Jul 2024

- **B2B Pipeline Development:** Built and launched a Monday.com CRM infrastructure integrating 1,390 senior-care facilities with executive-level contacts, establishing a scalable blueprint for large-scale B2B enrollment outreach.
- **Demand Generation:** Executed systematic multi-touchpoint campaigns (160 cold calls, 160+ customized emails) that achieved a 300% over-goal recruitment rate for the PRN RN hiring campaign.
- **Advanced Analytics:** Implemented GA4 and Tag Manager event tracking to monitor funnel milestones and created a systematic approach to content performance measurement and conversion rate optimization (CRO).
- **Content Performance:** Drove 241% Instagram growth (1,074 accounts reached, 9.2K monthly views) with 47% non-follower discovery rate through organic-focused educational content for B2B and B2C audiences.

Content Manager & Educator

Aveda Institute Des Moines

Jan 2024 – Nov 2024

- **Social Media Performance:** Drove a 218% increase in Instagram reach (19.9K accounts reached) and a 47% increase in accounts engaged (747 to 1,098) through strategic content calendar and user-generated content systems.
- **Content Innovation:** Introduced an AI-powered lesson planning system (using ChatGPT) and trained 90+ student creators on brand voice, expanding user-generated content volume and demonstrating early AI adoption in educational contexts.
- **Viral Content Success:** Created top-performing wax pot ASMR video generating 22K views, 5,123 accounts reached, and 80% non-follower discovery rate, demonstrating ability to identify and execute on emerging content trends.
- **Community Building:** Established systematic Google Drive content collection system and daily creator huddles, building sustainable content pipeline through student collaboration.

Spa Specialist

Salon Spa W

Jun 2021 – Sep 2023

- Drove a 33% increase in retail attachment rates (15% to 20%) through strategic product knowledge content and streamlined inventory management systems (Google Workspace).
- **Content Marketing:** Created educational how-to videos and social media tutorials that achieved 70% client retention through consistent value-driven content delivery.

Director of Marketing & Social Media Specialist

PCI Academy (3 Campuses)

Oct 2010 – Jun 2021

- **Revenue Growth:** Delivered 15% to 22% year-over-year lead growth through integrated, omni-channel campaigns spanning website SEO, PPC advertising (Google Ads, Meta Ads), email marketing, and social media.
- **Budget Management:** Managed and optimized a fluctuating six-figure advertising budget, allocating spend across digital and print channels to achieve consistent revenue gains.
- **Multi-Location Strategy:** Directed comprehensive marketing strategies for three multi-state campuses, ensuring brand voice consistency and digital compliance across all locations.

TECHNOLOGY & DIGITAL PLATFORMS

MarTech & Analytics:

Google Analytics 4 (GA4), Google Tag Manager, SEMrush, Google Search Console, Monday.com, HubSpot

LLM & Development:

Gemini, Claude, ChatGPT API Integrations, GitHub, Netlify, Cloudinary, Full-Stack Architecture

Advertising & Content:

Google Ads, Meta Ads, LinkedIn Ads, Canva, CapCut, WordPress, Mailchimp, Hootsuite, Sprout Social

AI Tools:

ChatGPT, Midjourney, Flux, CinemaFlow, Synthesia (Early adopter across all platforms)

EDUCATION & CERTIFICATION

Certified ScrumMaster (CSM)

Scrum Alliance

Psychology Coursework

Buena Vista University

Professional Licenses

Cosmetologist & Instructor, Iowa/Tennessee