Sarah Love

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Career Summary

Dynamic Marketing and Sales Professional with a track record of successfully executing strategic marketing initiatives, driving business growth, and achieving revenue targets. Experienced in collaborating cross-functionally to develop and implement marketing campaigns and events that engage target audiences and promote brand awareness. Skilled in market research, data analysis, and ROI optimization. Proven ability to manage multiple projects simultaneously, provide exceptional customer service, and lead high-performing teams to deliver results.

Areas of Expertise

Budget Development Analytics | Digital Marketing Strategy | Marketing & Business Development | Program Management | Event Planning & Coordination | Market Research & Analysis | Sales & Marketing Metrics Analysis | Cross-Functional Collaboration & Communication | Marketing Collateral Creation | Customer Service & Relationship Building | Budget Planning & Monitoring

Quality Assurance & Compliance Management | Staff Training & Mentorship | Project Management | Sales Proposal Preparation | Data Analytics & Reporting

**Technical Proficiencies:** Microsoft Office Suite and CRM Software

Professional Experience

**Market Development Coordinator | K&L Gates, LLP 05/2022 – Present**

* Supports the execution of marketing and business development programs and initiatives to promote specific offices and practice groups, with a focus on events and communications, in the role of Market Development Coordinator at K&L Gates, LLP.
* Collaborates with business development representatives on key revenue-generating activities and assists in the implementation of events at both regional and national levels, contributing to the growth and success of the firm.
* Plays a key role in the development of strategic marketing plans by conducting market research and analysis, identifying opportunities to expand the firm's reach, and proposing innovative approaches to achieve business objectives.
* Assists in the creation of compelling and effective marketing materials, such as brochures, newsletters, and presentations, to promote the firm's capabilities, expertise, and thought leadership, ensuring consistency in brand messaging and visual identity.
* Monitors and reports on the effectiveness of marketing and business development initiatives, using analytics and metrics to evaluate the ROI of different channels and tactics, and making data-driven recommendations for continuous improvement and optimization.

**Marketing Coordinator | Bozzuto Management Company 08/2021 – 05/2022**

* Coordinated comprehensive sales, marketing, and advertising initiatives, as Marketing Coordinator at Bozzuto Management Company, contributing to the successful achievement of quarterly lease sales budgets, by leveraging expert project management skills, liaising cross-functionally to develop suitable marketing materials, and preparing sales proposals to drive revenue growth.
* Analyzed sales and marketing metrics to identify areas for improvement, leveraging data-driven insights to optimize campaign performance, enhance customer engagement, and maximize ROI.
* Played a key role in driving the success of the sales team by providing administrative support, ensuring seamless coordination between different departments, and ensuring the delivery of high-quality, impactful marketing initiatives that meet business objectives.
* Utilized market research to stay up-to-date on industry trends, competitive intelligence, and target audience preferences, enabling the development of effective marketing strategies and campaigns that resonate with customers.
* Worked collaboratively with cross-functional teams, including designers, writers, and developers, to create engaging, high-quality marketing content and collateral, including email campaigns, social media ads, and website landing pages, driving increased traffic and engagement.
* Assisted in organizing and executing various events, including open houses and community gatherings, managing vendor relationships, developing event marketing materials, and ensuring seamless execution, resulting in increased attendance and positive brand recognition.

**Sales Coordinator | Cambria Hotels & Suites 05/2019 – 03/2020**

* Coordinated marketing and events administrative tasks, ensuring the seamless booking of company facilities and supporting the department to drive business growth, while providing excellent customer service to clients.
* Managed citywide and intimate bookings and overflows, ensuring all aspects of the events ran smoothly and to the satisfaction of the clients and attendees.
* Ensured efficient payment processing to and from the hotel clientele, ensuring accuracy and compliance with company policies and procedures.
* Collaborated with cross-functional teams to develop and execute promotional campaigns, resulting in increased bookings and revenue for the hotel.
* Maintained accurate records and generated reports on booking and payment data, providing critical insights to the management team to make informed business decisions.
* Provided exceptional customer service to clients, building strong relationships, and fostering repeat business for the hotel.

**Front Office Supervisor | Kimpton Hotels & Restaurants 05/2017 – 05/2019**

* Streamlined front office operations resulting in enhanced guest satisfaction and positive feedback, by implementing efficient processes and procedures as a Front Office Supervisor at Kimpton Hotels & Restaurants.
* Provided exceptional customer service and support to guests by accurately and promptly addressing their inquiries and concerns, establishing a welcoming and courteous environment, and ensuring their satisfaction throughout their stay.
* Trained and mentored new front office staff, resulting in improved service delivery and overall team performance.
* Assisted with budget planning and monitoring for the front office department, ensuring financial targets were met and expenses were controlled effectively.
* Conducted regular audits and quality checks to maintain high standards of cleanliness, safety, and security in guest rooms and public areas, ensuring compliance with company policies and regulations.

Education

Bachelors in Digital Media: Multimedia Journalism

University of the District of Columbia