

SABRINA KARR

karrsabrina@gmail.com
919.623.7808

30-59 32nd Street #1
Long Island City, NY, 11102

SUMMARY

Proven strategic leader, driving digital transformation and growth across a portfolio of companies that span four industries. Team leader and integrator. Hands-on data analyst. Entrepreneurial at heart. Seeking to create or support strategy driving a high-growth, disruptive organization.

EXPERIENCE

Director of Account Strategy and Management
CRISP Agency, a Three Ships Company

May 2016 - Present
Raleigh, North Carolina

- Lead strategy, performance, and relationships for 30% of agency revenue in four industries including tech and retail;
- Used audience research, competitive research, and performance analysis to identify, pitch and execute client upsells, resulting in a 25% increase book of business revenue;
- Built a team of SMEs in paid advertising, data attribution, creative campaigns, digital public relations, and development to power clients' digital acquisition and branding engines.

Recognition

- Earned three promotions in two years, beginning as intern, now serving as department director;
- Recognized as 2017 Outlier of the Year (employee of the year) for outstanding demonstration of company values.

Digital marketing strategy

- Developed and activated three-year digital marketing plan for Liberty Hardware. Using persona research, competitive research, and digital marketing best practices, built plan to scale audiences and sales through digital acquisition strategies (organic search, paid and organic social, digital public relations), meaningful content, and lead nurture;
- Pitched director of eCommerce at Relias, healthcare's leading online training provider, to adopt new PPC strategy for Relias Academy to better support business goal of increased market share, doubling paid search budget and resulting in 110% increase in PPC revenue;
- Architected channel acquisition (paid social, display and search) and app engagement strategy for an outdoor gear retailer's online-to-offline app experience, resulting in a 150% YoY increase in leads acquired by PPC and referral traffic.

Brand strategy

- Spearheaded persona development project for SolarWinds MSP, a global IT software company, with audience insights that led managing director and leadership team to adopt takeaways into go-forward business strategy, and resulted in an incremental branding project to address consumer sentiment and increased spend in awareness advertising;
- Spearheaded audience and competitive research and strategy to develop differentiated messaging for Liberty Hardware, leader in home hardware manufacturing, resulting in scope expansion from seasonal creative campaign in digital, to multi-year omnichannel brand campaign and site user experience;
- Spearheaded immersion project for developer marketing at Qlik, a global analytics software company, revealing consumer insights that resulted in incremental branding and website projects.

Hands-on performance data analysis

- Owned site analysis for Relias, evaluating traffic acquisition portfolio, traffic quality, and user behavior flow in Google Analytics and competitive tools (SEMrush, SpyFu). Juxtaposed site with industry best practices to understand low conversion rates hindering organic and paid search revenue. Drove client to mix shift acquisition spend and prioritize site experience in biannual planning;
- Owned ongoing eCommerce performance analysis for agency's largest eCommerce client, identifying channel optimization opportunities and needed experience improvements in IA and navigation, and identifying key product mixes driving conversion rates, average order value, and revenue from month to month. Won ownership of website projects and product sales strategy to drive MoM revenue growth, with site optimizations producing results such as 50% YoY lift in eCommerce conversion rate.

EDUCATION

University of North Carolina at Chapel Hill - School of Media and Journalism
Bachelor of Arts (B.A.) in Public Relations; Immersion in Digital Media, Business & Entrepreneurship
Minor in Philosophy, Politics & Economics; Second Minor in French Language
GPA: 3.7

Class of 2016