

Sarah Karda

(513) 490-6719 | sarahkarda3@gmail.com | Dallas, TX
www.sarahkarda.com



PROFESSIONAL SUMMARY

Dynamic and results-driven Marketing Strategist with over 3 years of experience creating innovative and data-driven marketing strategies. Proven track record of developing and executing multi-channel marketing campaigns that increase brand awareness and drive customer engagement. Skilled in collaborating with cross-functional teams to optimize content, digital marketing, SEO, and social media strategies. Strong communicator with a passion for building impactful brand narratives and leveraging insights to create targeted, high-performing campaigns.

EXPERIENCE

Marketing Strategist

Dec. 2023 – Aug. 2024

Texas Capital, Dallas, TX

- Collaborated with business stakeholders to produce and maintain marketing sales collateral: 3 pitchbooks, ~45 one-pagers, 10 user guides, ~30 promotional items
- Developed daily thought leadership content for stakeholders: articles, blogs, social media posts, emails, media placements (digital & print), videos (internal and external)
- Managed multi-channel marketing campaigns for stakeholders, including reporting on success metrics (KPIs), identifying target audiences and shepherding the compliance/legal review processes

Social & Marketing Specialist

Oct. 2022 – Dec. 2023

Texas Capital, Dallas, TX

- Constructed Bask Bank marketing and social media strategies to support consumer product launches and improvements
- Daily management of agency partnerships through execution of campaigns, delivery of assets and monitoring of campaign performance KPIs (PPC, CPA, clicks, impressions, budget optimization, web traffic)
- Crafted audience-driven digital media strategies leading to a 20% increase in brand awareness
- Managed the affiliate marketing portfolio including sourcing new partnerships, onboarding campaigns, analyzing performance

Social Media Strategist

March 2022 – Oct. 2022

Texas Capital, Dallas, TX

- Developed content strategy for all posts across platforms in 3 categories to drive engagement and customer loyalty: thought leadership, education, product promotion
- Designed, launched and managed social media influencer campaigns, monitored campaign performance KPIs (clicks, impressions, engagements, reach)
- Crafted and published ~100 posts, posting 3 times weekly
- Produced monthly social content calendars, created cross-platform social analytic reports based on weekly post results

Marketing Coordinator

Feb. 2021 – March 2022

Hilltop Holdings Inc., Dallas, TX

- Wrote social media copy, published social posts, maintained 15 social media accounts company-wide, produced monthly social analytic reports per company (PlainsCapital Bank, HilltopSecurities, Hilltop Holdings)
- Shot, edited and produced social media video content using Adobe Premiere
- Wrote email copy for B2C and B2B customers, built HTML emails, distributed via Salesforce Marketing Cloud CRM

SKILLS

Mutli-channel marketing campaigns | SEO/SEM | Digital & social media | Analytic reporting | Content development | Understanding of compliance & regulatory guidelines | Project management | Salesforce CRM | Microsoft Office Suite |

EDUCATION

Master of Arts, Mass Communications

Aug. 2021

Texas Tech University

Bachelor of Arts, Journalism

May 2020

Texas Tech University, Lubbock, TX | Minors: General Business, Electronic Media & Communications

Bachelor of Arts, Media Strategies

May 2020

Texas Tech University