

SARAH G. WAGNER

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PROFESSIONAL SUMMARY

Brand-focused marketing professional with 3 years of experience across brand strategy, digital marketing, audience engagement, and campaign management. Proven ability to develop integrated marketing initiatives, analyze marketing performance, derive actionable insights, and translate complex information into clear, compelling communications.

PROFESSIONAL EXPERIENCE

ValSource Inc.

Jan 2024 - Present

Drive marketing initiatives for a 400-employee pharmaceutical consulting and advisory firm, supporting brand growth, market positioning, and executive communications.

Marketing Specialist | Charlotte, NC (Hybrid)

July 2025 – Present

- Lead cross-platform marketing strategy across B2B pharmaceutical and biotech markets, driving digital reach and engagement across web, email, and social media; increased website new users 11% YoY.
- Manage brand participation in 30+ global conferences, events, and webinars per quarter, coordinating targeted promotion, branded materials, and digital communications to strengthen brand awareness among key industry audiences.
- Analyze marketing performance and industry trends using HubSpot and LinkedIn, translating data into actionable insights and recommendations to optimize campaign performance across channels.
- Develop presentations for conferences, clients, and executive meetings, translating company capabilities and consultant expertise into impactful stories and visual narratives.

Marketing Assistant (Part-Time) | Raleigh, NC (Hybrid)

Feb 2024 – June 2025

- Supported a comprehensive brand refresh across ValSource, PIMSHQ, and EPREX, developing new taglines, collateral, pitch decks, proposals, resumes, marketing templates, and other client-facing materials to strengthen brand consistency.
- Produced 300+ digital assets and analyzed content performance, generating 216K+ impressions, 7.5K+ engagements, and ~63% audience growth on LinkedIn.
- Coordinated branded materials and marketing execution for 70+ annual events, managing timelines, deliverables, and on-site requirements.

ADDITIONAL MARKETING EXPERIENCE

Freelance Marketing Consultant – Capital Family Medicine | Remote

Apr 2026 – Present

- Conduct digital marketing audits and competitive research using Google/GBP to evaluate SEO, website conversion, patient reviews, and competitor positioning, identifying opportunities for patient acquisition and brand growth.
- Provide recommendations for social media, reputation management, website content, and brand positioning to improve the overall customer experience and practice presence.

Marketing and Social Media Intern – Oliver and Co. Social Media Marketing | Remote

Jan 2023 – May 2023

- Delivered editorial and social content (blogs, captions, graphics) for six key client accounts (e.g., Korchmar & SlumberPod) and monthly performance reports with growth insights.

Marketing Intern – Sokal Automotive Advertising Agency | Raleigh, NC

May 2022

- Launched a TikTok series that increased reach by 27% and contributed creative concepts to leadership sessions.

EDUCATION

University of North Carolina at Chapel Hill – Chapel Hill, NC

May 2025

B.A., Media and Journalism (Advertising and Public Relations Concentration); Entrepreneurship Minor

Relevant Coursework: Advertising & PR Research | UX Strategy & Design | Advertising Campaigns | Advertising Media | Venture-Creation

Study Abroad: LSE (London, Summer 2022), IES Abroad (Barcelona, Summer 2023)

SKILLS

- **Strategy:** Brand Strategy | Integrated Marketing | Campaign Management | Storytelling
- **Analytics & Research:** Marketing Analytics | SurveyMonkey | Microsoft Forms
- **Tools:** HubSpot | LinkedIn | WordPress | Canva | Microsoft Office Suite | Vimeo