


# Sarah W. Reinen

## DIGITAL ADVERTISING & MARKETING EXPERT

### CONTACT

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 [sarahreinen.com](http://sarahreinen.com)

### EDUCATION

University of North Carolina-  
Wilmington

Bachelor of Arts in  
Communication Studies

### KEY SKILLS

Google Analytics  
Google Ads  
Audience Segmentation  
Meta Ads  
Social Media Management  
Strategic Planning  
Graphic Design  
Adobe Creative Suite  
Salesforce/CRM  
SEO/SEM  
Retention Strategy  
E-mail Campaigns

### CERTIFICATES

Google Analytics  
Google Ads Display  
Google Ads Search  
Google Ads-Measurement  
Hubspot Digital Marketing  
Hubspot Digital Advertising

### PROFILE

Results-driven digital advertising professional with over 10 years of experience in managing omni-channel marketing strategies. Proven expertise in optimizing paid campaigns across Google and Meta Ads. Extensive experience in book-specific marketing campaigns, having successfully driven sales and engagement through strategic digital initiatives at Tattered Cover Book Store. Skilled in A/B testing, audience segmentation, and developing creative assets to meet ambitious goals in fast-paced environments.

### WORK EXPERIENCE

#### Horizon Outdoor Hospitality Marketing Director

Denver, CO  
2023-Present

- Oversee and execute paid digital campaigns for 20+ distinct sites with a \$500,000 annual advertising budget, managing Meta Ads and Google Ads accounts to ensure tailored strategies that align with each site's unique audience and goals
- Collaborate directly with clients and stakeholders, using Looker Studio to create performance reports and provide actionable insights that guide campaign strategy
- Design and execute 50+ monthly campaigns, leveraging A/B testing and audience segmentation to drive a 40% increase in conversions

#### CareerWise Marketing Director

Denver, CO  
2023-Present

- Continually reviewing marketing trends and monitoring paid digital ads to develop an in-depth understanding of the customer and their journey to capitalize on growth opportunities
- Implement email marketing campaigns through Salesforce Marketing Cloud, achieving an average open rate of 35% and a click-through rate of 15%, surpassing industry standards

#### Tattered Cover Bookstores Director of Marketing

Denver, CO  
2019-2024

- Responsible for driving customer acquisition and retention, brand recognition, and revenue growth through the development, management, and optimization of an omni-channel marketing strategy
- Increased ecommerce profit by \$600k annually and website visits by 87% using both paid and organic campaigns including e-mail, display and search, and social
- Out-performed industry norms on Google Ads campaigns (our avg. CTR: 39.9% vs. 2.7% norm; our avg. conversion 28% vs. 2.8%; our avg. CPC \$.07 vs. \$.237) by generating high-converting imagery and copy and continuously performing A/B testing on optimization tactics such as bidding, creatives, landing pages, ad copy, audience targeting, and keywords

#### Apartment Association of Metro Denver Marketing Director

Greenwood Village, CO  
2019-2020

- Designed and tracked email marketing, SEM/PPC, display ads, paid/organic social media posts, event mailers and flyers, and other collateral which increased inbound lead generation by 67%
- Developed digital growth strategy plans for each department (Events, Government Affairs, Education, Membership) resulting in an increase in membership sales by 30% and an increase in event attendance by over 50% and bringing in an additional \$155,000 in revenue in just 6 months
- Refined the organization's brand identity guidelines and communications standards bringing strategy and organization to a previously unstructured business development program

#### Mount Vernon Canyon Club Director of Marketing & Sales

Golden, CO  
2016-2019

- Designed all digital and print assets, as well as internal and external communication, including website, social media, email campaigns, and PR to increase membership sales and customer retention
- Exceeded monthly sales goals by 60% to 75% on average with development and implementation of brand-new membership structure and by identifying emerging market trends
- Proactively prospected, grew, qualified, and maintained sales pipeline through networking, digital campaigns, site visits, design of print ads, and market research analysis