

Sara Ninneman

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EXPERIENCE

Senasys, Altoona, WI

MARKETING MANAGER - SEPTEMBER 2017 - PRESENT

- Design and implement strategies and processes which improve communication, quality of work and work output with clients and staff from a senior level based on the company's core values and vision.
- Create and execute marketing strategic plans into action plans / campaigns for all divisions to increase awareness and sales with the target audience.
- Develop and enforce a customer relationship management system for performance tracking and reporting.
- Recruit, coach and supervise a sales and marketing team of five members and third party providers by identifying each of their strengths and delegating where necessary.

PROJECT MANAGER - SEPTEMBER 2016 - PRESENT

- Develop and implement new communication tools to improve quality practice and project performance.
- Manage each phase of multiple projects confirming the schedules are on track to meet objectives, and provide evaluation of the progress with senior management.
- Lead a diverse project team, delegate tasks and set priorities to ensure the project deliverables meet business needs and deadlines.

PRESAIR PRODUCT MANAGER - JULY 2014 - PRESENT

- Collaboration with technical team to implement the functionality and improvements to the mature and introductory products.
- Analyze all products by conducting product and market research, pricing, and product growth to maintain and increase the market penetration.
- Implementation of marketing campaigns, support material, point of sale and training materials for products.
- Fulfill a role as factory representative for the client to guarantee product is received when needed by volume planning and on-going sales forecasts, manage product availability, achieve sales targets, and provide technical support.

DIGITAL MARKETING MANAGER - SEPTEMBER 2013 - PRESENT

- In charge of several website operations including design, content writing, reporting, keyword research, setting optimization plans and managing daily tasks to execute search engine marketing, including Google Ads, SEO and eCommerce growth.
- Research and improve new digital methods and trends to attract the company's target audience.
- Responsible for executing several digital marketing plans to increase traffic, leads and managing the budget.

EDUCATION

WINONA STATE UNIVERSITY, WINONA, MN

Bachelor of Arts in Mass Communications, 2013

Advertising Emphasis

HIGHLIGHTS

Improved web presence through SEO and A/B Testing, successfully improving pagerank, overall website traffic and conversion rates.

Increased overall eCommerce revenue by +400%

Successfully launched new products and grew revenue.

Grew and lead a diverse sales and marketing department.

SKILLS

Market Planning
Digital Marketing
Adobe Creative Suite
Customer Management
Project Management
Communication
Organization

STRENGTHS

Attention to Detail
Adaptable
Decision-Making
Diversity
Goal / Action Oriented
Innovative
Interpersonal
Leadership
Logical Thinking
Patience
Self Motivated