

SARAH BUTLER VIOLETTE

CAREER PROFILE

A creative communicator with a demonstrated history in successful B2B marketing who is skilled in lead generation, lead nurture, content creation, email marketing, public relations, social media management, SEM strategy and analytics

WASHINGTON COLLEGE
2010-2013
Bachelor of Arts in
Business Management

CONTACT

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GREYSTAR

Marketing Manager, November 2022 - Present

- Manage all marketing aspects of Greystar's third-party management portfolio in Southern Virginia to generate, nurture and convert leads
- Develop and review marketing media plans, campaigns and budgets
- Strengthen and cultivate client relationships to generate new business
- Design creative collateral such as websites, emails, one-pagers, and presentations
- Use business analytics to generate monthly and quarterly reports and provide recommendations to increase channel effectiveness

STARRY INTERNET

Senior B2B Marketing Manager, April 2022 - October 2022

- Proven track record of owning national marketing campaigns end-to-end, including creative, targeting, planning, execution, reporting, and optimization - [Example linked here](#)
- Established metrics to analyze sales-enablement campaign performance and communicate insights to stakeholders and leadership
- Supported local and national sales teams with marketing strategies and tactics; identifying and executing advertising, sponsorships, partnerships, and event opportunities
- Marketing Team's Bias for Action Award, July 2022

B2B Marketing Manager, August 2019 - April 2022

- Designed and implemented strategic lead generation and nurture initiatives such as email drip series, newsletters, and digital ads to drive brand awareness and establish relationships with real estate decision-makers
- Planned and produced photo shoots, video shoots, pitch decks, emails, direct mail, blog posts, one-pagers, case studies, print collateral, and social content for sales enablement
- Strategized and executed programs for growth marketing and assisted the Sales leadership in the ROI of all marketing initiatives
- Analyzed and reported on all B2B marketing activity to assess the effectiveness and implement best practices

H&R RETAIL REAL ESTATE

Digital B2B Marketing Manager, February 2017 - August 2019

- Responsible for all digital marketing strategies; social media, website, SEO, Google Ads, and daily marketing emails for the largest retail real estate firm in the DMV
- Redesigned the company website and increased the email audience by 300%
- Organized hosted and sponsored events, trade shows, and conferences
- Managed relationships with local publications, press, and agencies

WEDDINGWIRE

B2B & B2C Marketing Representative, September 2013 - January 2017

- Developed successful products like the Wedding Monogram Generator
- Prospected, pitched, and sold online marketing solutions to small and medium-sized businesses