

SHARON BARGAS

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BRAND SUMMARY:

- Possess deep expertise and experience in marketing and advertising
- Proven history of generating significant new revenue through content marketing.
- Experience in managing print, web, video and multimedia production.
- Adept at thriving in fast-paced environments and adhering to tight deadlines.
- Recognized by co-workers and managers for creativity and adaptability to new environments.

SKILLS:

- | | | |
|---------------------------------|---------------------------------|---------------------------|
| ▪ Content Marketing Strategy | ▪ Researching/Sourcing | ▪ Networking |
| ▪ News Story Production/Editing | ▪ Content Management | ▪ Project Management |
| ▪ Digital Asset Management | ▪ Web & Print Design/Production | ▪ Lead Generation |
| ▪ Marketing Campaign Management | ▪ Social Media Strategy | ▪ Relationship Management |

EXPERIENCE:

Digital Marketing and Content Strategist Consultant

11/2017-current

- Developed and executed marketing strategies for B2B and B2C clients in a variety of industries located throughout the United States and abroad.
- Wrote and published articles on how consumer products can add value to healthcare partners and resident's lives.
- Created pivotal marketing communication pieces including digital advertising efforts for the purpose of increasing sales.
- Designed and reconstructed company website to appeal to target audience and increase electronic visibility for Prime Communications and Quin Global.
- Managed social media sites and increased the number of fans, followers and sales within two months by 50%.
- Created monthly analytic reports and used them to develop an effective social media program.
- Wrote company press releases, published them on various online outlets.
- Launched and created monthly e-mail newsletter campaign via Constant Contact, increasing customer retention rates by 10%.
- Recommendations on industry tactics for PR, web analytics and optimization were accepted and implemented.

QUIN GLOBAL

02/2016 – 11/2017

Quin Global manufactures a variety of industrial strength canister spray adhesives with offices in the U.S., Scotland, and Australia.

Digital Marketing and Content Strategist

- Managed content requirements of company communication channels and the development of content deliverables for e-newsletters, blogs and social media platforms.
- Serve as editor for company publications including creating and maintaining an editorial calendar and production timelines, editing and proofreading copy while following the voice of the customer.

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- Develops and vet publication story ideas with relevant stakeholders in a timely manner.
- Work with cross-functional teams to plan, implement and improve account performance aligned with goals and initiatives.
- Drive cross-functional synchronization of marketing tactics across multiple web properties and channels including: websites, landing pages, social, inbound and outbound campaigns.
- Develop and execute SEO deliverables and other deliverables as needed.
- Drive innovation and implement testing strategies to continually uncover opportunities to enhance product knowledge and awareness.
- Continuously monitor, measure, analyze and recommend ways to improve digital marketing performance on corporate-owned properties channels and/or campaigns; design a primary set of digital KPIs.
- Collaborate and launch partnerships with key industry experts and internal sales teams to ensure marketing goals, strategies and tactics are aligned and prioritized.

PRIME COMMUNICATIONS, INC.

09/2015 – 02/2016

One of the first end-to-end technology integrators in the region providing security solutions.

Marketing Director

- Built and managed the corporate website as a way to generate awareness and increased SEO.
- Launched a corporate website from the ground up; designed concepts, oversaw development, created SEM strategy and built affiliate relationships.
- Designed and implemented content management system/processes and hired team of freelance designers.
- Drove average 20% year-on-year traffic gains across all sites by consistently producing high quality, search engine optimized content and creating newsletter/email strategy that drove readers back to the sites.
- Oversaw creation of design template that gave site its own look and feel while launching lead generation campaigns capturing 500 leads per month.
- Successfully launched social media feeds to develop community engagement with target audience.
- Introduced analytical tools to assess social media marketing strategies to determine rate of return with reports.
- Partner closely with Sales, Product Services, IT, Product Development, Vendor Relations and other senior leaders across the company to create demand and recognition for the company and its products/services.

TSYS MERCHANT SOLUTIONS

09/2011 – 02/2015

A national provider of secure and innovative solutions available across the payments spectrum for small businesses the U.S.

Marketing Manager

- Created strategic planning for campaign development, implementation and reporting marketing calendar updates to key stakeholders across internal teams.

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- Collaborate with VP, Director of Marketing and Communications, and Web Designers to develop and manage a successful interdepartmental social media team.
- Increase inbound traffic for clients' websites by up to 32% through development of content application of analytics tools.
- Managed go-to-market process to bring products to market through desired channels: research; messaging, positioning; collateral; marketing & sales distribution plan.
- Develop and manage online marketing campaigns for ProPay, Inc. and TSYS Merchant Solutions, effectively expanding audiences and increasing awareness of products by 15% from 2013 to 2014.
- Develop and monitor benchmarks for measuring impact of social media programs using social media analytics, KPIs, and dashboards, ensuring success for each organization.
- Developed and managed ProPay, Inc.'s social media campaigns, initiating a 70% increase in Facebook likes, a 25% increase in Facebook shares, and a 20% increase in Twitter retweets.

SERGEANTS PET CARE PRODUCTS, INC.

11/2010 – 7/2011

A top five global over-the-counter (OTC) consumer goods and pharmaceutical company, Perrigo Company offers customers and consumers high quality pet products.

Public Relations and Social Media Specialist

- Developed and managed online marketing campaigns for Sergeant's and Sentry brands effectively driving brand awareness, and increasing engagement traffic by 30%.
- Achieved a social media presence, which increased the fan base to 250,000+ within one year.
- Assessed social media marketing strategies to determine rate of return. Identify and tap into new channels to optimize ROI and fuel revenue growth.
- Ensured placement in social content websites such as PitchEngine, StumbleUpon and Marketwire.

CARROLL COMMUNICATION

07/2009 – 02/2010

An agency offering strategic marketing and communications planning and implementation for clients.

Public Relations and Marketing Director

- Plan social network strategies on behalf of the company.
- Created email marketing strategy and social media campaigns.
- Managed design and copy writing for corporate websites.
- Manage, write and distributed electronic marketing tactics.
- Manage local and national media relations on behalf of clients, which drove a 70% increase in revenue within one year.
- Motivate and coach clients and professionals in their marketing and public relations activities
- Wrote and produced radio spots for consumer products.

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METHODIST HEALTH SYSTEMS

08/2008 - 07/2009

The first health system in the region to establish a level of caring and quality that is second to none.

Account Manager

- Managed the organization and implementation of marketing efforts for 17 Methodist Physicians Clinics.
- Wrote and organized content for updated website.
- Led marketing team to develop and complete assignments in order to promote healthcare service lines.
- Managed design, production, distribution and measurement of client marketing materials
- Established working relationships and supervised collaborative work with related internal and external areas within the healthcare system.
- Developed a comprehensive online content marketing plan that outlines goals, key corporate/product messages, and communication vehicles to be leveraged.
- Ensures content marketing plan is in line with strategic marketing plans and goals.

CARROLL COMMUNICATION

10/2007 – 08/2008

An agency offering strategic marketing and communications planning and implementation for clients.

Public Relations Manager

- Managed all local and national media relations with budgets totally one million dollars.
- Created strategic marketing communication plans.
- Conducted business, market, industry and competitive research.
- Motivated and coached clients and professionals in their marketing and public relations activities.
- Identified and researched key markets and target clients for marketing and selling activity.
- Managed marketing communications and materials in collaboration with marketing coordinator and graphic designers.

JEWISH FAMILY SERVICE

12/2004 – 11/2006

A human service agency providing a variety of services that strengthen the Jewish community and the community at large.

Public Relations/Marketing Coordinator/Volunteer

- Created all marketing collateral for organization distributed to community organizations.
- Created organization's newsletter distributed to 5,000 subscribers.

SWANSON RUSSELL ASSOCIATES

09/2001 – 11/2004

A full-service marketing and communications agency.

Public Relations Counsel

- Provided public relations strategic counsel for nationally- known consumer brands including Toyota.

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- Managed local and national media relations on behalf of clients, valuing at one million dollars
- Created strategic marketing communication plans.
- Wrote and edited client newsletters targeting 40,000 subscribers and prospective customers.

OMAHA STEAKS, INC.

12/1997 - 02/2001

A national provider of the finest premium, all American grain-fed beef and gourmet foods for 100 years sold through retail outlets and ecommerce channels.

Public Relations Manager

- Implemented strategic marketing communication plans fiscal budget.
- Negotiated high profile sponsorship opportunities based throughout the United States.
- Created and managed all internal and external communications to the 500,000+ customer and prospects.
- Managed all local and national media relations resulting in placements in the New York Times, Wall Street Journal, and direct marketing publications.
- Provided crisis communication leadership and managed all communications towards the community, national media and customers during a national food recall.

Goodwill Industries, Inc, Marketing Coordinator, 01/1996 - 11/1997

Immanuel Medical Center, Marketing Assistant, 01/1995 - 11/1995

Bethphage Mission, Communications Assistant, 07/1994 - 01/1995

EDUCATION:

University of Nebraska at Omaha, Omaha, NE

B.S. Communications, December 1993, emphasis in Public Relations

ICAN, Leadership Circle for Women Professionals, 2014

ADDITIONAL ACTIVITIES:

Member of AMA Omaha

Mentor for PRSA member

American Cancer Society Board

Women's Fund Public Relations Committee

AMI Public Affairs Advisory Committee in
Washington, D.C.

National Council of Jewish Women Board

CERTIFICATIONS:

HubSpot – Content, Inbound Marketing, Inbound, Content Marketing, Social Media

PUBLISHED ARTICLES:

Omaha World-Herald Supplements

Jewish Press

Omaha Family Magazine

HER Magazine

Omaha Magazine

Omaha Builder Magazine