



Sarah Hardey

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Dallas, Texas

Digital Communications Strategist & Project Manager

Digital communications strategist and marketing project manager with proven expertise leading digital content projects, increasing lead conversions and improving overall engagement of both customers and employees. I have worked with companies of all sizes in highly complex industries like financial services, healthcare and technology. My focus is on helping companies create digital campaigns and projects that invoke customer engagement with an emphasis on analytics and KPIs.

Areas of Expertise

Communication Analysis & Strategy • Digital Content Strategy • Data Analytics • Project Management • Marketing Analytics • Email Marketing • Team Leadership • Market Research • Web Content Management • Digital KPIs • Communication Planning • Storytelling & Branding

Professional Experience

SR. WEB CONTENT MANAGER • AMERICAN ADDICTION CENTERS • 2019 - PRESENT

American Addiction Centers is a provider of rehabilitation and addiction treatment across the United States. I was responsible for the flagship site and primary marketing channel working with content, medical, product and technology teams to increase patient enrollment.

- Managed web content for AAC's flagship site resulting in a >10% increase in traffic and patient leads Year over Year.
- Worked with cross-functional medical, design, writing, product, and technology teams to create content that was medically accurate, visually appealing, with clear CTAs and keywords to boost site's traffic and patient lead goals.
- Utilized metrics and KPIs to identify and select keywords, meta descriptions, and CROs to increase site traffic, leads, and calls.

DIGITAL COMMUNICATIONS ANALYST • TOYOTA • 2018 - 2019

Worked with internal digital communications team to promote and increase adoption of technology tools for Toyota employees and partners. Worked on the global O365 and MS Teams internal launch.

- Managed group of beta testers, TFS Champions, to promote, test, and launch new technologies and tools for internal Toyota employees.
- Collected and presented analytic data from communication campaigns, demonstrated continued increase in technology engagement.
- Created monthly newsletter and ran monthly meetings for TFS Champions including division heads
- Collaborated with internal teams to create digital communications to promote internal updates and changes to technology tools.

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DIGITAL COMMUNICATIONS MANAGER • SDL • 2017

SDL is a leading provider of technology and translation tools for companies like Nike, Puma, GoPro, Cisco, Nielsen and more. I worked with the global marketing team across the United States and Europe to drive digital engagement and manage marketing efforts.

- Managed digital marketing efforts across multiple internal business groups in both the United States and Europe.
- Increased efficiency by 15% with new process to improve content promotion throughout all digital media and blog channels.
- Managed marketing efforts at company events, such as SDL Connect, to engage with event attendees, promote company announcements and news, and share the event's experience live for those unable to attend the event in person.

DIGITAL COMMUNICATIONS STRATEGIST • UT SOUTHWESTERN • 2015 - 2017

UT Southwestern is one of the top research hospitals in the country. Promoted from Web Editor to Digital Communications Strategist to lead the launch of social media channels for the hospital, research facility, and schools within the medical center's brand.

- Managed short-term digital marketing projects and campaigns to promote current research, patient stories, new medical procedures, student recruitment, and public events
- Ran one of UTSW's most successful campaigns, Nurses Week, reaching 66,278 organic followers with over 150,000 organic comments and reactions.
- Organized and contributed to online events such as Facebook Live talk and live Twitter chats with health professionals, webinars, and engaging online with followers during live events on social media platforms

DIGITAL MARKETING CONSULTANT • FREELANCE • 2014 - 2015

Worked with local companies to design digital marketing campaigns. I worked alongside neighborhood associations, sports facilities, higher education and technology companies to increase conversions and traffic. I focused on strong analytics and delivered 20-30% increase in traffic and conversion across digital channels.

Education and Certificates

Professional Certificate, *Project Management*
B.A., *Emerging Media & Communications*
A.A., *Fine Art*

University of California, Irvine
University of Texas at Dallas
Brookhaven Community Collage