

Sarah Podella

I am a proven product marketer and designer who thrives in high impact spaces, ambitious teams, and great culture.

I am passionate about building creative campaigns, innovative go-to-market strategies, and meaningful content. In my previous two roles, I was the first marketing hire that helped lead those companies to and through acquisition.

Skills

Software Release Marketing Planning, Product Marketing, Cross-functional Project Management, Sales Enablement, Sponsorships, Video and Animation Production, Social Media Strategy and Management, Event Planning, Brand Management, Content Creation, Storytelling, Design Strategy, Data Visualization, Research

Tools & Methods

Adobe Creative Suite, Airtable, Asana, Elementor, Eventbrite, Facebook, Gather Town, Google Analytics, Handbreak, Hootsuite, Instagram, Mailchimp, Microsoft Office Suite, Slack, Tik Tok, Trello, Wordpress, YouTube

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📍 Chicago, IL

Recent Work

Relativity · Group Product Marketing Manager · Aug 2022 – Oct 2022 · Acquired Heretik

Heretik Integration: Lead public relations and content strategy throughout acquisition, lead marketing integration and hand offs post-acquisition.

Heretik · Director of Marketing · Jan 2018 – Aug 2022 · Acquired by Relativity

Marketing Leadership: Brought on by founding team to lead all marketing initiatives execution and strategies – including product marketing, digital campaign planning, partner marketing, website development, social media and blog, sales and customer success enablement, graphic design and multimedia, public relations, copywriting, and event planning. Helped drive over \$1M ARR, including \$500k in add-on client services.

Heretik · Marketing Consultant · Oct 2016 – Jan 2018

Brand Strategy: Brought on by founding team to help write GTM plan, create company logo and brand guide, design and launch website, create social media channels, and develop sales and customer success enablement messaging and content.

Shiftgig · Product Marketing Manager · Jan 2017 – Nov 2017 · Acquired BookedOut

Product Marketing: Lead all marketing internal and external product marketing, customer success and sales enablement, integration efforts and campaigns post-acquisition.

BookedOut · Head of Marketing · Jan 2016 – Jan 2017 · Acquired by Shiftgig

Marketing Leadership: Promoted from account management to first marketing leadership role to focus on brand management, product marketing, content strategies, and GTM plans. Hired and managed three marketing employees, which ultimately helped lead to company's acquisition by Shiftgig.

BookedOut · Account Manager · April 2015 – Jan 2016

Client Management: Managed agency client relationships and oversaw hundreds of successful experiential marketing brand sponsorship campaigns, including Diet Coke and Keds for Taylor Swift 1989 World Tour; Salesforce for U2 INNOCENCE & eXPERIENCE World Tour; Fireball Whiskey for Florida Georgia Line Anything Goes Tour; Pantene for Selena Gomez Revival Tour; and more.