

Sarah Grace Smith

Communications & Strategy

sarahgracesmith4@gmail.com | 704-301-0893

Detail oriented marketing professional dedicated to business growth. I am passionate about giving meaning to products, building brands people trust, and growing market share. I understand high-level strategy and individual project importance. I am a dedicated leader who believes in mentorship and personal development.

EXPERIENCE

Director of Growth at Locals Seafood

October 2021 - October 2023

- Storyteller: Manage company wide marketing efforts, including social media, email newsletters, e-commerce, web content, signage, printed materials, advertising, press engagement and more
- Content Organizer: Build & maintain system to maintain digital archives, image rights and usage, agency contracts, brand standards and copy, and marketing materials
- Project Leader: Manage marketing and operational projects ensuring on-time deliverables and cohesive communications
- Planner: Plan and execute all company events (~ten per year) including marketing events, educational events, and our flagship Winter Seafood Jubilee which draws hundreds of guests and sells out each year
- Networker: Travel to conferences and expos to network with like-minded folks in the industry, resulting in a new geographic market and powerful new partners and new clients
- Guide: Established a Leadership Team for the business and led the effort to create a three-year strategic vision for the business
- Manager: Oversee several mid-level managers and a restaurant team of seven

Marketing & Restaurant Manager at Locals Seafood

January 2018 - September 2021

- Updated 2010 website to represent a large and growing company, re-writing, re-designing and converting over two hundred pages of content
- Project managed team through brand and name selection for new restaurant
- Oversaw all company marketing materials including events, social media, email, signage, and more
- Accepted restaurant management role with little experience, successfully managed restaurant through COVID shutdown, layoffs, reopening, and all the pivots in between

Client & Content Manager at WeaveUp

December 2015 - January 2018

- Served as the primary point of contact for new software clients
- Facilitated communication between software clients and development teams to enhance functionality
- Project managed a team of 5 software developers and ensuring timely delivery of projects
- Oversaw all digital marketing and branding initiatives including web content, social media, email newsletters, advertising, e-commerce

EDUCATION

North Carolina State University *2009 - 2013*

Bachelor of Sciences, Textile Technology, Design. English Minor

SKILLS

Business Strategy	Creative Direction	Project Management	Storytelling	Copywriting
Public Relations	Brand Management	Business Planning	E-Commerce	Web Development