

Sarah M. Lanse

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Professional Summary

Strategic marketing leader with 20+ years of experience driving brand strategy, digital transformation, and high-performing campaigns across media, marketing, nonprofit, and B2B environments. Proven track record managing budgets up to \$1.5M, leading cross-functional teams, and delivering measurable results, including a 49% goal exceed rate and 90% increase in email engagement. Skilled in translating business objectives into integrated marketing strategies with a data-driven, audience-first approach.

Professional Experience

Chief Strategist & Founder

SnapShift Strategies | High Point, NC | Jan 2026- Present

- Provide marketing strategy and AI-driven workflow consulting to small businesses and nonprofits, applying expertise to help clients achieve operational clarity, strategy, and growth
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Director of Marketing

Greensboro Convention and Visitors Bureau | Greensboro, NC | Oct 2023 – Aug 2025

- Developed and executed the organization's first comprehensive digital marketing strategy, transforming the marketing function and establishing new performance benchmarks across all channels.
 - Managed \$1M marketing budget (\$716K advertising) and directed cross-functional teams to exceed annual marketing goals by 49%; subsequently entrusted with expanded \$1.5M budget.
 - Spearheaded a company-wide brand refresh that drove 35% social media growth and 90% increase in email engagement.
 - Directed paid advertising across Meta, Google, and LinkedIn, achieving 3.46% CTR on Meta, 7.08% conversion rate on Google Ads, and 2M+ total impressions cost-efficiently.
 - Cultivated strategic partnerships with community leaders, board members, and key stakeholders while improving interdepartmental alignment.
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Senior Digital Marketing Manager

PhotoBiz LLC | Greensboro, NC | Mar 2022 – Feb 2023

- Developed and executed comprehensive digital marketing campaigns for a B2B photography software platform using SEO and paid search strategies.
 - Led continuous data analysis and campaign optimization initiatives, ensuring alignment with business growth targets and key performance indicators.
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Digital Creative Manager

Blue Ridge Companies | High Point, NC | Jan 2019 – Mar 2022

- Provided creative and strategic direction for social media brand strategies across all major platforms, establishing a consistent brand voice and market positioning.
 - Led integrated digital marketing approach across multiple channels, ensuring cohesive brand messaging and optimized customer journey experiences.
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Marketing Specialist

Goodwill Industries of Central North Carolina, Inc. | Greensboro, NC | Jun 2015 – Jan 2019

- Increased unique website traffic by 36% and total site traffic by 30.5% in FY 2017–2018 through targeted digital strategies and user experience optimization.
- Led execution of comprehensive marketing and advertising campaigns across print, digital, and paid channels while managing vendor relationships.

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Digital Marketing Specialist

Century Products LLC | Greensboro, NC | *May 2012 – Jun 2015*

- Drove 80% growth in web sales through a full website redesign and integrated organic content strategy.
 - Built the company's social media presence from the ground up and established content marketing infrastructure.
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Community Leadership

- **Chair, America 250 NC – Guilford County (2025–Present):** Founded and established the county-level commemorative committee, recruiting 30+ community stakeholders and developing the strategic framework for county-wide America 250 initiatives.
 - **Secretary/Media Specialist, Alternative Resources of the Triad/Greensboro Pride (2018–2024):** Led comprehensive marketing transformation that drove 260% attendance growth (15K to 45K attendees), a 172% increase in sponsors, and a 316% increase in cash sponsorships over five years.
 - **Alumni Association Board Member, Leadership Greensboro Alumni Council (2019–Present):** Founding member contributing to program development and marketing initiatives while helping plan executive networking events for community leaders.
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Core Competencies

- Brand Strategy & Management
 - Digital Marketing & Transformation
 - Integrated Campaign Management
 - Content Strategy & Storytelling
 - Paid and Organic Social Media Strategy & Analytics
 - Email Marketing
 - Data Analytics & Reporting
 - Budget Management (\$1M–\$1.5M)
 - Team Leadership & Development
 - Agency & Vendor Management
 - Nonprofit Marketing
 - Applied AI & Marketing Automation
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Certifications

- **Google AI Professional Certificate:** AI Fundamentals, AI for Brainstorming & Planning, AI for Research & Insights, AI for Writing & Communicating, AI for Content Creation, AI for Data Analysis, AI for App Building
 - **Google Cloud Generative AI Leader:** Beyond the Chatbot, Unlock Foundational Concepts, Navigate the Landscape, Gen AI Apps: Transform Your Work, Gen AI Agents: Transform Your Organization
 - **Vanderbilt University:** Prompt Engineering for ChatGPT
 - **Google Ads:** Search, Video, Display, Measurement, Display
 - **Google Analytics (GA4)**
 - **HubSpot:** Content Marketing, Email Marketing, Social Media Marketing (I & II)
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Education

- **Gratz College** | Master's Degree
- **University of Maryland, College Park** | (2x) Bachelor's Degree (Double Degree Program)