



Enthusiastic senior leader with proven experience driving results across the organization through strategic systematization and integration of vision, brand, technology, and culture. I started by building websites: now I build brand-based organizational health.

EXPERIENCE & ACCOMPLISHMENTS

Head of Marketing & Technology

Singapore Math, Inc.

2023 - 2024

Led the development of marketing and technology strategies that boosted brand awareness, revenue, and efficiency.

Collaborated with senior leadership to align initiatives with business goals and directed cross-functional teams in executing impactful campaigns.

Spearheaded a key project to improve the tech stack by migrating and overhauling data synchronization automations.

Leveraged data insights and industry trends, to implement solutions that strengthened the brand's competitive edge and ensured cohesive messaging across channels.

2023 consulting engagement became full time leadership role.

Chief Operating Officer

Vvolt

2022 - 2023

Promoted June 2022 to lead operations, continue defining organizational structure and brand, and manage staff.

Led brand development and growth strategy to scale to \$1mm in first year and achieved profitability within 1 year of public website launch.

Director of Marketing

Vvolt

2020 - 2022

Founding leadership team member, researched and defined brand and organizational direction, assembled and led marketing and tech team, developed long term brand and launch strategy.

Played integral role in crafting organizational values, brand strategy, and developing processes to ensure brand was at the forefront of decision making in all aspects of the business: from product development to hiring.

Head of Marketing & Ecommerce

Sock It to Me

2014 - 2020

Held direct accountability for overseeing all marketing and ecommerce strategy efforts, including brand positioning, awareness, digital marketing, web UX and development, and DTC retention.

Responding to marketplace challenges, I led, organized, and executed a new process to decrease our time to market, streamline our interdepartmental communication around the entire process of product development, and allow for Sock It to Me to test and validate concepts in market through our e-commerce channel.

Led and executed extensive brand refinement, driven by core customer research and internal investigation, resulting in clearly defined brand identity and values utilized across the organization to deliver a consistent brand experience across all touch points and business units.

KEY SKILLS

Strategic Thought Leadership

Project Management

Forecasting

Creative Direction

Customer Experience Analysis

Mentoring & Team Development

Executive Leadership

Integration of Technology and Systems

Ecommerce Strategy

Digital Marketing

Content Strategy

Event Management

Budget Management

Cohort Analysis

Expert proficiency across tech stacks from design/development to financial management

(technical skills on reverse)

EDUCATION

Rosemont College,
Rosemont, PA

BFA
2006

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EXPERIENCE & ACCOMPLISHMENTS CONTINUED

Founder & Consultant

Sarah Jean
Creative

2012- Present

Founded and ran a marketing, design, and development consulting business. Clients included Ties.com, Scarves.com, Multnomah County Health Department, HouseFix.com, and Closets to Go.

Lead designer and front-end developer on contract for two-sided marketplace SaaS in the home improvement niche; defined style library, user flow, interface, and successfully worked remotely with development and marketing team leads to bring product to beta within 6 months.

Developed highly visible and successful anti-tobacco campaign with Multco Health Department, including branding, photography, digital and print advertisements, which were then re-licensed to additional counties in Oregon and other states.

Sr. Graphic Designer & Project Manager

Empire Covers

2007 - 2012

Second employee hired with hands-on, many-hats experience. Directly contributed to the rapid growth of the company to \$7mm AR through contributions to UX design and development, SEO, and leading projects for the expanded design and development teams.

Redesigned and migrated dated app for matching vehicle specs to products from flash to HTML & JS: a key feature on the website.

Design and creative talent acquisition, training, and coaching.

TECHNICAL SKILLS

Multiple ecommerce platforms, including Solidus/Spree and other open source solutions, Magento, Shopify

Excel, Sheets, & Spreadsheet Software

I still code: HTML5/CSS3, JS, PHP, Ruby

Adobe Creative Cloud: Illustrator, Photoshop, InDesign, XD

Not Creative Cloud: Figma, VS Code, Canva

Analytics platforms: Google Analytics, Power BI, Data Studio

Google Ads, Bing, SEM

Social Media Aggregates: Hootsuite, Sprout, Falcon.io

Email SaaS: Mailchimp, Emma, Constant Contact, Send Grid, Klaviyo

Automation Platforms: Zapier, Make (Integromat)

Airtable, Google Sheets Expert

Hubspot & other CRM platforms

Don't see your specific tools or listed skills? Ask! If I don't know it, I'll learn it fast.