

SARAH ALEXANDRA CARGILL

CREATIVE SENSE MAKER

BRINGING CLARITY TO THE UNKNOWN

10+ YEARS EXPERIENCE

COMMUNICATIONS, MARKETING, PLANNING + OPERATIONS MANAGER

NIKE, Inc. in Portland, Ore. | April 2013 to Present

MARKETING PLANNING + OPERATIONS MANAGER, NIKE DIRECT BRAND MARKETING

- Served as chief of staff to the Planning + Performance Senior Director, delivering strategic thinking, managing a multi-million-dollar budget, aligning priorities, providing counsel and leading meetings.
- Supported the strategic planning and facilitation of a 2-day senior leadership offsite with 4 VPs to drive clarity around the Nike Consumer Offense, Global Brand Marketing delivery and cross-functional process.
- Strategized and delivered an internal communication strategy, including a website, storytelling series, and 30 interactive, video trainings.
- Led 5 interactive workshops with a team of 7-10 to unlock goals, priorities, tactics and culture through company-wide transformational change.
- Identified opportunities and strategized solutions in partnership with a global, cross-functional team to streamline and optimize authoring, localization and content delivery across all digital marketing channels.
- Led a process innovation effort to determine moments of friction and ideate agile ways to unlock omnichannel marketing experiences for the consumer across product, category, functional and geo team processes.
- Orchestrated organization-wide intake and storytelling of weekly seasonal and corporate strategy updates to the VP of Nike Direct Brand Marketing and senior leaders across Nike Direct.
- Provided strategic guidance to meet short- and long-term goals among a team of leaders in corporate strategic planning, digital marketing technologies and data-driven performance across .com, apps, email, retail and social.
- Analyzed consumer data for a quarterly business review of digital retail marketing performance as well as employee survey data for an internal, organization-wide offsite.

COMMUNICATIONS MANAGER, WORKPLACE DESIGN + CONNECTIVITY

- Produced a future-forward, digital prototype in 8 weeks with agency partnership to boost workplace navigation.
- Planned a launch event for BIKETOWN, resulting in 2,000+ attendees and 1,930+ program registrations.
- Managed the copy and layout of 4 VP- and CEO-level announcements sent to 15,000+ global employees.
- Led the technical and creative direction for the launch of an internal blog reaching 20,000+ global employees.
- Strategized the WHQ roll out of Microsoft Outlook conference scheduling to 12,000+ employees.
- Sourced and managed the hiring process for 4 contract candidates as well as 2 digital agencies.

COMMUNICATIONS MANAGER, TECHNOLOGY

- Managed and coached a team of 6 direct reports in communications, design and video.
- Supported the Chief Information Officer and 6 Vice Presidents in a 5-year Technology strategy presentation.
- Provided story, brand and video creative direction to 3, multi-million-dollar programs for 2,000+ global employees.
- Strategically reinvigorated 3 existing programs with a branding, template and collateral refresh.
- Designed a communications intake process to customize self-serve resources, consulting meetings, and end-to-end delivery across small, medium and large initiatives.

STRATEGIST, COO + OWNER

Cargill Communications Corp. in Portland, Ore. | February 2013 to December 2015

- Secured new business and clients through pitches, workshops, contracts, etc. with 20+ clients in 5 states.
- Managed a team of 10+ contractors in development, user experience (UX), graphic design and photography.
- Launched a loft studio in downtown Portland for 50+ charity, trunk show, workshop and networking events.
- Built 20+ results-driven websites start-to-finish with branding, UX design, copy and social media.

CONTRIBUTING EDITOR + DIGITAL PROJECT MANAGER

Getting Smart in Portland, Ore. | July 2011 to February 2013

SOCIAL MEDIA SPECIALIST

Inspiration Software, Inc. in Portland, Ore. | July 2010 to July 2011

PUBLIC RELATIONS INTERN

LEWIS PR in London, United Kingdom | April 2009 to June 2009

DIGITAL PROJECT MANAGER + EVENT STAFF

Proper Planning Team | Part-time June 2004 to February 2013

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EDUCATION

MASTER OF BUSINESS ADMINISTRATION
Smarty (In Progress)

BACHELOR OF ARTS IN JOURNALISM emphasis in public relations, minor in economics
University of Oregon

TRAINING

USER EXPERIENCE DESIGN
General Assembly

COACHING+
NIKE, Inc.

TRANSITION MANAGEMENT 101
NIKE, Inc.