

SARAH ROBEY BACTAD

313 Ferndale Drive, McKinney, TX 75071
Home/Cell: (214) 938-8125 • Email: sarahjrobey@gmail.com

Self-motivated, innovative, and detail-oriented **Marketing Professional**, expertly qualified to support companies' competitive positioning through 17-year record in flawless execution of marketing, promotions, and public relations across a variety of sales/marketing vehicles including: print, radio, TV, ROP ads, magazine ads, direct mail, posters, special events and email blasts. Experience in auto insurance industry and retail consumer products industries. Reputation for excellent project management skills, attention to detail, going above and beyond, and choosing what is right for the company. Consistently meets deadlines in fast-paced environments, delivering under budget. Repeatedly recognized for outstanding contributions through awards and nominations. Applies critical and analytical outlook to big picture vision during decision-making process. Proficient in Microsoft Office (Word, Excel, PowerPoint, Access, Outlook) and Internet research/applications. Familiarity with ACT! and Adobe Creative Suite. Holds an MBA with Marketing emphasis and Bachelor's in Marketing. Available for travel and relocation. Documented achievements in:

- Multitasking
 - Creative Problem Solving
 - Run of Press (ROP)
 - Cross-Functional Liaising
 - Direct Mail
 - Team Leadership
 - Cost Containment
 - Project Management
 - Analytical Skills
 - Multimedia Marketing
 - Vendor Negotiations
 - Market Research & Analysis
 - Prioritization & Delegation
 - Print Production Management
 - Grand Opening Coordination
-

"...Sarah Robey is the cream of the crop...she's dedicated...she's one of those employees that makes you realize you can't live without. Sarah is a partner. She's part of the process...she has ethics...all in all, Sarah is the best of the best. She is the employee that the President's Award was meant to recognize."

(Amanda Schlegel, Retail Marketing Manager, CompUSA, in nominating Sarah for the President's Award as her direct Supervisor)

PROFESSIONAL EXPERIENCE

GAINSCO, INC. – Dallas, TX
Sr. Agency Marketing Manager
Marketing Manager

October 2012 to present
October 2005 to October 2012

Key achievements:

- Awarded Circle of Champions award for demonstration of company core values (October 2009)
 - Drove the development of and maintain online company store offering GAINSCO branded apparel and other promotional items for agencies and employees
 - Drove the creation and implementation of a new national process for fulfillment of all sales/marketing materials and promotional products for agencies
- Manage the planning and creation of all sales/marketing materials and promotional products utilized by sales agents from inception to execution, including apparel for GAINSCO/Bob Stallings Racing team
 - Serve as primary point of contact across key internal stakeholders to consolidate and react to input across key stakeholders across multiple teams.
 - Serve as primary point of contact for internal creative design team, proofread and review materials across phases of creative development
 - Purchase and manage inventory fulfillment of branded marketing materials for executive and VIP events and Territory Manager supplies
 - Own national content management system & ExactTarget email system communication with sales agents
 - Plan, manage, execute and track effectiveness of Community Direct Marketing Campaign content on GAINSCO corporate and racing websites
 - Develop, plan and execute agent contests from inception to completion, leveraging input from key internal stakeholders and as part of a cross-functional team including sales agents

Continued...

- Perform event planning for sales agent events such as GAINSCO sponsored car races and manage show car program
- Act as the primary national liaison for marketing operational communication to agencies
- Track & report key sales production metrics for all three regions, provide insights on significant trends
- Manage Corporate Marketing budget planning & supervised Marketing Assistant

COMPUSA, Inc. – Dallas, TX

2000 to July 2005

Senior Marketing Specialist (2004 to July 2005)

Senior Promotions Coordinator (2002 to 2004)

Promotions Coordinator (2000 to 2002)

Key achievements:

- Nominated twice for President’s Award (out of 70-75 employees annually) and recipient of several departmental “Whatever It Takes” awards for exemplary performance
 - Received recognition for 2002 national Columbus Day ad, selling flat screen monitors with flat earth idea
 - Managed the company's annual budget of \$30 million for TV and radio advertising
 - Organized the Light the Night program in stores to benefit The Leukemia and Lymphoma Society, which raised over \$91,000
-
- Developed, planned, implemented and managed US advertising, promotional and PR programs that supported business objectives for 230-store consumer electronics retail chain from concept to finish across a variety of vehicles including: radio, TV, ROP ads, magazine ads, direct mail, posters, and email blasts
 - Engaged in ideation of new promotional activities and presented business cases to Retail Marketing Management team
 - Served as an instrumental member on a marketing team of 55 that included internal agency functions such as copywriting, creative design and prepress; liaising across marketing department team members as well as across legal, store planning, and retail buying teams to ensure flawless, timely and legally compliant programs
 - Managed relationship with ad agency for U.S. and ad/PR agency for Puerto Rico. Provided competitive insights research for planning and strategizing purposes
 - Served as company’s primary PR contact, arranging media interviews, leading of cross-functional team meetings and approval of all press releases
 - Supported development of promotional details for national, regional and store level promotions including Grand Opening events
 - Coordinated and executed rebate program by hiring and overseeing external development partners and rebate fulfillment company and cascading program details throughout key internal corporate stakeholders and stores

EDUCATION & TRAINING

MBA Program, focus in Marketing – UNIVERSITY OF TEXAS AT DALLAS, Richardson, TX
Graduated May 2008; GPA: 3.8

Graduate Marketing Certificate Program – SOUTHERN METHODIST UNIVERSITY, Dallas, TX
Graduated March 2006

Bachelor of Business Administration in Marketing, 2000 – UNIVERSITY OF MISSISSIPPI, Oxford, MS
Graduated Magna Cum Laude – GPA: 3.81 – Chancellor’s and Dean’s Honor Rolls