



Ms. Ulrich is an experienced professional within the marketing and business development field with a combined 6 years' experience in the security and A/E/C industries. With a background in digital marketing, Sarah has a long history working with digital marketing tools and platforms used to create marketing content, websites, social media pages, graphics, as well as videos for a variety of clients.

Sarah is responsible for the management of the firm's branding and implementation, development and maintenance of the company's web page, development of marketing materials, enhancing company's presence in publications and advertisements, seeking out new clients and new opportunities while maintaining relationships with existing clients, and representing a professional involvement for industry organizations and events. Sarah is working towards her Certified Professional Services Marketer's (CPSM) certification and is affiliated with the Society of Marketing Professionals (SMPS) and the Society of Military Engineers (SAME). In addition, Sarah has also served as a volunteer with Colorado Parks and Wildlife (CPW) for almost 2 years in Colorado Springs, Colorado.

EDUCATION

Winona State University, Bachelor of Science in Marketing & Business

PUBLICATIONS

Hedonistic Consumption: A Hierarchical Framework ASBBS Proceedings; San Diego Vol. 23, Iss. 1, : 499- 507. San Diego: American Society of Business and Behavioral Sciences. (Feb 2016).

CERTIFICATIONS

Certified Professional Services Marketer (CPSM) – In progress

AFFILIATIONS

Society for Marketing Professional Services (SMPS) - Colorado
Society of Military Engineers (SAME)

SOFTWARE EXPERIENCE

- Photoshop
- Lightroom
- In-Design
- Illustrator
- Adobe Premier Pro
- Email Marketing: MailChimp & Constant Contact
- Video Marketing: Adobe Premier Pro & Apple IMovie
- Social Media Marketing: Sprout Social,
- Web Design: WordPress & WIX
- QuickBooks

DIGITAL MARKETING SKILLSET

- Client Base Retention
- Social Media Design & Integration
- Email Marketing
- Website Design, Management, and Development
- CRM Consulting
- Market Analysis
- Sales Channels
- Video and Photography Production
- Analytics
- SEO/SEM
- Campaign Management
- Content Creation & Story Telling