

SARA KULIG

INTEGRATED MARKETING SPECIALIST

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SUMMARY

Strategic Integrated Marketing Specialist with experience developing cohesive, multi-channel campaigns across paid social, email, events, and creative production. Known for translating concepts into visually compelling, brand-aligned initiatives that strengthen audience engagement and support sustainable growth.

PROFESSIONAL EXPERIENCE

Marketing Specialist, Ms.Medicine

July 2025 - March 2026

- Executed integrated, multi-brand marketing initiatives across corporate, clinical, and nonprofit channels, supporting patient acquisition, education, and sustained brand growth.
- Managed multi-channel campaigns including paid Meta advertising, email marketing, and organic content, increasing brand visibility and driving consistent audience engagement across platforms.
- Increased educational guide downloads by 200% per campaign by refining messaging, improving creative execution, and aligning promotions across paid and organic channels leading to consumer email database growth
- Improved email click-through rates from 1% to 3% by introducing more engaging content, stronger calls-to-action, and strategic audience segmentation.
- Designed patient-facing educational materials that enhanced onboarding clarity and patient understanding, translating complex clinical concepts into accessible, visually compelling resources while maintaining strict HIPAA compliance.
- Led event marketing initiatives by identifying strategic sponsorship opportunities, developing paid social promotions, and producing branded on-site collateral that expanded community awareness and strengthened local presence.
- Strengthened internal culture and engagement by launching a staff recognition program and producing internal newsletters that improved communication, morale, and alignment with organizational values.

Social Media Coordinator, IBC Global

June 2020 - Present

- Developed and executed multi-channel marketing initiatives that increased content reach by 150% within six months, strengthening brand visibility and audience engagement.
- Drove audience growth of 36,000+ followers across digital platforms through strategic content development, brand alignment, and community engagement.
- Led YouTube channel expansion from 4,000 to 37,000+ subscribers by optimizing content strategy, branding, and audience retention tactics.
- Managed end-to-end email marketing strategy, including campaign development, audience segmentation, and performance analysis, improving retention and conversion outcomes.
- Oversaw podcast publishing and cross-platform distribution, coordinating with editors, developing show notes, and repurposing content into integrated promotional assets.
- Collaborated cross-functionally to launch and promote 30+ live webinars, increasing audience reach and reinforcing brand authority.
- Analyzed 50+ campaigns using engagement and performance metrics to generate actionable insights and refine targeting and content strategy.

Freelance Photographer, Sara Kulig Photography

Jan 2015 - Oct 2024

- Directed 100+ high-end photo shoots, both on location and in-studio, ensuring exceptional quality and attention to detail.
- Fostered strong client relationships, creating a comfortable environment that translated into compelling, personalized imagery.
- Delivered professional-grade photo albums aligned with client vision, showcasing expertise in aesthetics and storytelling.
- Led client consultations to understand needs and provide tailored creative solutions. Managed contracts, final paperwork, and pricing packages with precision, ensuring seamless client experiences.
- Developed strategic social media and marketing content to enhance brand visibility and attract new clients.

SKILLS

- Integrated Marketing Strategy
- Brand Strategy & Positioning
- Campaign Development
- Multi-Channel Marketing
- Paid Social Ads (Meta Business Suite)
- Event Marketing & Sponsorship Activation
- Graphic Design (Adobe Creative Suite, Canva)
- Email Marketing and Automation (HubSpot)
- Project Management (Monday)
- Social Media Management (HubSpot, Loomly)
- CRM & Performance Optimization (HubSpot)
- Analytics & Performance Reporting (Looker Studio)
- Copywriting & Editing

EDUCATION

Bachelor of Science: Digital Media Technology
East Stroudsburg University

Jan 2015 - Dec 2018