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GROWTH & PERFORMANCE MARKETING STRATEGIST

Paid Media · Lifecycle & CRM · Demand Generation · Conversion Optimization

CORE COMPETENCIES

PAID MEDIA & PERFORMANCE

Paid Search / PPC · Paid Social · Google Ads · Meta Ads · TikTok · LinkedIn & Pinterest Ads · Google & Meta Shopping · Retargeting · Budget & Bid Management · A/B Testing

LIFECYCLE & CRM

Klaviyo · Salesforce Marketing Cloud · Mailchimp · Email & Lifecycle Marketing · Marketing Automation · Lead Nurturing · Retention

DEMAND GEN & FUNNEL

Demand & Lead Generation · Customer Acquisition · Funnel Design · CRO · Landing Page Optimization · Customer Journey Mapping

ANALYTICS & REPORTING

GA4 · Google Tag Manager · Attribution · UTM Tracking · KPI Reporting · Dashboards

WEB & E-COMMERCE

WordPress · Elementor · Shopify · D2C

CREATIVE & AI

Canva · Adobe Creative Cloud · Figma · AI-Assisted Workflow Design · Process Automation

SELECTED RESULTS

400%

enrollment growth · Debutantes

+31%

new D2C clients, YTD · Forever

100%

student-salon revenue lift

40-50

healthcare accounts · paid media

1,100+

five-star reviews · 2 shops

200K+

Cricut design uses

4,000+

digital products launched

PROFILE

Growth and performance marketer with 20+ years driving customer acquisition, paid media, and lifecycle marketing across e-commerce, healthcare, education, publishing, and technology. I plan and optimize paid search and paid social, build full-funnel lead-gen and CRM / lifecycle programs, and connect the data so acquisition, conversion, and retention work as one system.

“How does all of this connect together?” · the question I help businesses answer.

EXPERIENCE

Beauty of Two Growth Collective

2018 – Present · Remote

Founder · Growth & E-Commerce Strategist

Built and scaled a D2C digital-products company, owning paid acquisition, lifecycle marketing, and the full conversion funnel.

- ◆ Ran paid and organic acquisition across search, social, and marketplaces, generating tens of thousands of transactions
- ◆ Built lifecycle & email programs in Klaviyo, Mailchimp & Salesforce: nurture, retention, and post-purchase automation
- ◆ Designed landing pages, funnels, and customer journeys tuned for conversion rate and average order value
- ◆ Launched 4,000+ digital products; recognized as a Cricut Contributing Artist with 200,000+ design uses
- ◆ Partnered with Debutantes School of Beauty on site rebuild, CRM, automation & enrollment-funnel optimization

Forever, Inc.

2026 · Pittsburgh, PA (Hybrid)

Manager of Digital Marketing

Led paid media, e-commerce acquisition, and lifecycle / CRM for a technology and permanent-memory platform.

- ◆ Grew first-order D2C clients +31% YTD and direct-to-consumer (no-Ambassador) revenue +33% YTD (+38% YoY in May), launching Google & Meta Shopping and a measurable acquisition funnel
- ◆ Led customer acquisition across paid media, e-commerce, and digital channels
- ◆ Built and launched Google Shopping & Meta Shopping: feed strategy, implementation, optimization, and reporting
- ◆ Drove customer-journey mapping, funnel optimization, and lifecycle marketing initiatives
- ◆ Supported Salesforce Marketing Cloud implementation, CRM strategy, and marketing automation
- ◆ Built executive performance dashboards; contributed to AI, automation & customer-experience projects

Rise4 (Agency)

2025 · Remote

Performance Marketing / Digital Marketing Specialist

Ran paid media and lead-gen funnels across Google and Meta for 40-50 healthcare organizations nationwide.

- ◆ Planned, launched, and optimized paid search & paid social lead-gen campaigns across Google Ads and Meta
- ◆ Client-facing across 40-50 healthcare accounts, presenting strategy reviews and performance reporting near-daily
- ◆ Owned targeting, keyword strategy, budget pacing, and continuous A/B testing to lift lead quality & bookings
- ◆ Built and managed custom landing pages per clinic, aligning message, offer, and UX to each
- ◆ Analyzed campaign and conversion data to improve cost-per-lead and lead quality; maintained healthcare ad compliance

EDUCATION

Northern Illinois University
BA, Marketing · 2002

DeVry University
Web Graphic Design · 2008

INDUSTRIES

- Education
- Healthcare
- Publishing
- Hospitality
- Retail
- E-Commerce
- Technology

STRENGTHS

- Paid media & performance
- Systems thinking
- Strategic & hands-on
- Creative
- Software-savvy
- Ownership mentality
- Entrepreneurial builder
- People-first collaborator
- Lifelong learner
- Thrives with autonomy

RECOGNITION

Cricut Contributing Artist (invite-only) ·
Top-rated Etsy seller, 4.9–5.0★ across
two shops

Active Interest Media

2024 – 2025 · Remote

Marketing Coordinator · Digital Advertising & Demand Generation

Ran paid media and demand generation across a portfolio of media brands and advertiser partners.

- ◆ Planned and optimized paid media across Meta, Google Ads, and TikTok for lead-gen and audience growth
- ◆ Built integrated demand-gen programs spanning paid media, email, sponsored content, and webinars
- ◆ Partnered with sales on custom sponsorship packages tied to performance metrics
- ◆ Produced media kits, campaign assets, and advertiser reporting to drive revenue and retention
- ◆ Managed end-to-end campaign execution: audience targeting, budget allocation, A/B testing, and performance analysis
- ◆ Analyzed campaign, audience, and conversion data to sharpen targeting and improve marketing effectiveness

Debutantes School of Beauty

2011 – 2022 · DeKalb, IL

Director of Growth, Marketing & Admissions

Built enrollment marketing and admissions into a measurable, full-funnel growth engine.

- ◆ Grew annual enrollment 400% and student-salon revenue 100% via acquisition strategy, paid media & journey optimization
- ◆ Built full-funnel student acquisition from inquiry to enrollment: landing pages, inquiry forms, lead capture
- ◆ Implemented CRM workflows, automation sequences, and segmented lifecycle email
- ◆ Led digital transformation during COVID: admissions from fully in-person to fully virtual
- ◆ Designed high-converting websites, landing pages, inquiry forms, and lead-capture systems
- ◆ Built segmented email and lifecycle campaigns; used journey mapping and conversion data to lift enrollment

DeVry University

2007 – 2011 · Chicago, IL

Admissions Advisor · Enrollment & Lead Conversion

- ◆ Converted high-volume inbound leads by qualifying prospects and guiding them through admissions
- ◆ Managed CRM pipelines and follow-up cadences to maximize conversion
- ◆ Consistently exceeded enrollment and sales goals
- ◆ Built expertise in inbound sales, lead nurturing, pipeline management, and customer-journey optimization

Francesca's Restaurants

2005 – 2007 · Naperville, IL

Private Dining & Event Manager

- ◆ Managed private dining, corporate events, and buyouts for two premier fine-dining locations
- ◆ Drove event revenue through consultative sales and custom event planning
- ◆ Coordinated vendors, staffing, logistics, and guest experience end to end
- ◆ Supported the wine program and produced marketing collateral to drive event sales and brand visibility

BEYOND THE RÉSUMÉ

- ◆ Taught Cricut, Etsy & ChatGPT classes at my community college
- ◆ Cricut workshops at a local art studio + a living-room AI class
- ◆ Waited tables at fine-dining spots across Chicagoland
- ◆ Paid-media & consulting contracting for agencies
- ◆ Substitute taught K–12, every grade
- ◆ Made thousands of custom designs to order

...all while raising humans, the most important work there is.