



Contact

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615-336-9153

Nashville, TN

Education

Master of Business Administration

Lipscomb University

4.0 GPA

Bachelor of Science in Advertising

Middle Tennessee State University

Magna Cum Laude

Skills

- Leadership of dynamic teams ranging from 2-70 team members
- CRO (70% increase YoY)
- SEO (grew organic traffic by 130%)
- Marketing Automation (Hubspot, Pardot, Marketo)
- Email Marketing (increased open rates 10%)
- Content Management (Wordpress, Webflow)
- CRM (Salesforce, Hubspot)
- Data Analysis (Google Analytics)
- Sales Management and Enablement

Sarah Weinstein, MBA

Growth Marketing Leader

Result-oriented marketing leader with a demonstrated history of working in the technology / SaaS space with 10+ years of experience. Proven track record growing ARR, lowering CAC, and building cross-functional GTM teams to accelerate pipeline and retention.

Work Experience

Director of Growth Marketing

April 2024 – Present

Bonusly is an award-winning rewards, recognition, and performance solution.

- Spearheaded the development and execution of comprehensive product marketing and launch strategies, expanding the brand from one to three product plans resulting in a 30% increase in product adoption
- Launched co-marketing program that increased partner-sourced pipeline contribution by 100%.
- Designed and executed multi-channel marketing campaigns, including digital, content, and event marketing, that drove a 40% increase in lead generation and a 35% growth in qualified pipeline opportunities.
- Conducted in-depth market research and competitive analysis, providing actionable insights that inform product positioning, ICP, and go-to-market strategies.

Head of Marketing

October 2015–January 2024

BerniePortal is an all-in-one HR and payroll software solution for small and mid-sized employers.

- Successfully managed a dynamic team comprising content creators, video editors, graphic designers, lead generation and SEO experts, SDRs, and Account Executives.
- Achieved exceptional results, contributing to a >175% annual growth for the company. Recognized as one of Inc 5000's Fastest Growing Companies, showcasing the effectiveness of the implemented strategies.
- Led the creation and monetization of a robust content strategy, introducing a YouTube show, podcast, and continuing education courses resulting in 10% MoM organic search growth
- Orchestrated the comprehensive development of a go-to-market strategy including market analysis, sales team optimization, contractual updates, CRM alignment, adoption of a refined sales methodology, and the formulation of a targeted marketing strategy.
- Held a key leadership role within the company's Executive team, reporting directly to the CEO. Regularly presented updates and strategic insights to the Board of Directors.

Marketing Project Manager

April 2014– October 2015

Qualifacts is a leading provider of behavioral health software and SaaS solutions for clinical productivity, compliance and state reporting, billing, and business intelligence.

- Spearheaded a 240% increase in lead generation by devising and executing innovative strategies, encompassing email marketing, webinars, call campaigns, and digital advertising.
- Efficiently managed relationships and budgets with all third-party vendors, ensuring cost-effectiveness and optimal collaboration to support marketing objectives.
- Functioned as a pivotal liaison between the marketing team and internal departments, effectively coordinating marketing requests and projects.

Director of Teledemand

April 2012–April 2014

TechnologyAdvice is a full-service B2B marketing agency for technology companies to help them find their ideal customers.

- Achieved a 20% growth in teledemand revenue for enterprise SaaS clients
- Led a diverse team of seventy remote employees and interoffice personnel, demonstrating adept management skills in fostering collaboration and ensuring operational efficiency.
- Spearheaded the successful launch of the company's inaugural international teledemand campaign, expanding market reach and driving global business opportunities.