

# Sarah Horbert

## About

I'm a Digital Marketer with 9 years experience in the e-commerce industry. I received my Bachelors Degree from The Fashion Institute of Technology in Home Product Development and Marketing. My strengths lie in email strategy, syndication and analysis, content development, branding, social media management & reporting. I would love the opportunity to assist you as you grow your business!

## Work Experience

### Clementine Promotions

*Sr. Manager, Social Media & Content | March 2025–Present*

- Developed and executed seasonal and quarterly digital lookbooks, aligning visual storytelling with brand strategy and promotional campaigns
- Led a full social media rebrand to establish a more cohesive, on-brand, and engaging feed across all platforms
- Strategized and launched paid social campaigns on Meta and LinkedIn, optimizing for reach, engagement, and awareness
- Increased Meta and LinkedIn follower growth and engagement through targeted content strategies and performance analysis
- Conceptualized and produced high-performing engagement content tailored to each platform, driving consistent community interaction and brand loyalty

### Frederic Fekkai/Bastide-Blue Mistral

*Sr Manager Email & Digital Content | July 2022–March 2024*

- Lead on retention marketing channels Email, SMS, Paid Search & Quiz
- Monthly & quarterly CRM analysis of email and sms performance
- Grew email list by 20k in 6 months
- Updated and optimized email & SMS journeys
- Lead on DTC marketing. Creating quarterly content calendar, collaborating on monthly promotions, leading marketing strategy for product launches
- Analyzed competition in the marketplace and created shot lists for gaps in creative asset needs.
- Implemented hair quiz and coordinated integration of APIs to email & sms for data segmentation
- Lead on all e-commerce content. This includes homepage, email, PDP, amazon
- Implemented a company-wide content management system using box.com

### Marquee Brands-Martha Stewart & Emeril Lagasse

*Sr. Digital Marketing Manager | Nov 2019–June 2022*

- Launched DTC website Martha.com digital marketing. Implementation & integration
- Grew email list to 43K in 5 months
- Create, execute, and implement email marketing
- Manage weekly merchandising content creation across all Martha Stewart digital channels
- Manage paid social media and organic social strategy
- Manager to the social media associate and marketing associate on social media
- Promote home products across all digital channels for an increase in sales revenue
- Manage Martha Stewart & Emeril Lagasse Amazon brand shops for an increase in sales revenue
- Updated Amazon brand shops with licensees ASIN's direction on A+ Content and driving brand shop sales

### CHF Industries (Home Textiles Manufacturer)

National Brands such as DKNY, Martha Stewart, The Pioneer Woman, Michael Aram, John Robshaw, G.H Bass

*Digital Marketing Assistant Manager | Aug 2016–Oct 2019*

- Launched website decoratd.com leading digital implementation & integration
- Advised on the creative brief to graphic designers for landing page and email blasts
- Implemented company-wide content process system Salsify
- Created Instagram and Facebook paid promotions
- Directed social media photoshoots
- E-commerce content management- providing all e-commerce assets to sales for retail
- Worked with Bazaarvoice on product review sampling syndication to retailers such as Wal-Mart, Macy's, Bed Bath and Beyond, etc

## Skills

- Indesign/ Illustrator/ Photoshop
- Social media calendar strategy (planoly, hootsuite, unum, plann)
- Ecommerce content syndication
- Social media content curating
- Branding/brand strategy
- Klaviyo
- Shopify
- Attentive
- Rakuten
- W.Promote
- Wunderkind
- Lexer
- Amazon Brand Shop
- Amazon Brand Registry
- Amazon Associates
- Bazaarvoice
- Zoovu
- Google Analytics
- Peel
- Basecamp
- Salsify



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NYC/Long Island