

Sarah Neal Simpson

Philosophy

Digital should serve as the connective tissue before, during & after every consumer's interaction with a material brand touchpoint.

Digital (e-commerce, social, CRM) is an experience platform, not a distribution channel.

It should consider human behaviors, customer needs & brand capabilities to create a shared value between both parties.

Skill set

Content strategy
Social commerce
Editorial content
Creative concepts & campaigns
Influencers & partnerships
Product management
Analytics
CRM

Photoshop
InDesign
Illustrator
HTML
CSS
JavaScript
Crimson Hexagon
Google Analytics

Education

UNC-Chapel Hill | 2010

- School of Journalism & Mass Communication, Graphic Design
- Bachelor of Arts, English

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Day-to-day role

- Integrate e-commerce, social & CRM platforms into a seamless digital experience
- Articulate and implement global content strategies
- Lead social rebrands for luxury and fashion clients
- Research & map customer journeys
- Create plans for merging content and commerce, particularly on social
- Establish global processes and internal tools to ensure consistent experiences
- Conduct competitive audits and landscape assessments
- Concept and present creative campaigns
- Manage and mentor junior teams
- Empower cross-discipline teams

Clients: Tiffany & Co., Nike, L'Oréal Paris, Samsung

Past experience

R/GA | Mobile & Social Platforms

Associate Director, Strategy (March 2014 - present)

Senior Strategist (October 2012 - March 2014)

- Led global social media content production teams and event-specific social response labs
- Developed futurevision strategies to innovate heritage brands, and leverage social more effectively in ROI arenas (retail & e-commerce)
- Developed and sold through new disciplines/capabilities at R/GA
- Solidified client social content and editorial strategies, growing engagement and advocacy significantly
- Advised luxury brands on social re-branding and expansion strategies
- Developed launch plans for extending social publishing into the sphere of social products, social CRM, and 1:1 social marketing services
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Vogue Magazine | Integrated Marketing

Manager (October 2011 - October 2012)

Production Assistant (October 2010 - October 2011)

- Conceived yearlong Vogue.com campaigns for 50+ proposals
- Managed ad product from ideation to ad ops testing; monitored metrics daily to make sure initial strategy and delivery goals met
- Managed product 2012 refresh of Vogue Stylist – UX/technical enhancements, high-level budgets, vendor contracts, promotional elements & app content strategy
- Incorporated app platform, content and userbase (905K+) into pre-existing Vogue platforms