

Sophie Marks

CREATIVE MARKETER WITH A
FIERCE BUSINESS MIND

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GET TO KNOW ME

Multidisciplinary brand and marketing leader with 7+ years of experience in **B2B, brand strategy, digital engagement, and experiential marketing**. Proven track record of executing high-impact campaigns, leading brand refresh initiatives, and developing compelling content that drives demand in both workers' comp insurance and group health industries. Adept at working cross-functionally with leadership, sales, and product teams to craft messaging that resonates with target audiences and supports revenue growth. Passionate about creating innovative marketing strategies that improve customer engagement and business performance.

WORK EXPERIENCE

■ ASSOCIATE MARKETING & COMMUNICATIONS DIRECTOR

April 2023-Present

HOMELINK (A division of VGM Group, Inc)

- Oversaw enterprise marketing initiatives, including **brand research, audience persona development**, and led a **full-scale brand refresh**, to reposition HOMELINK beyond industry stereotypes, shaping a more human-centered narrative in workers' compensation.
- Developed and executed **integrated marketing campaigns**, including content strategy, paid and organic social media, email marketing, and thought leadership initiatives to drive engagement and lead generation.
- Championed storytelling-driven content strategies that spotlighted real patient experiences, shifting perceptions and deepening brand trust.
- Strategically managed and optimized a **\$1 million annual marketing budget**, ensuring resources were allocated effectively to maximize impact and ROI.
- Spearheaded **trade show strategy**, crafting high-value **experiential marketing activations** that enhanced brand visibility and strengthened relationships with key stakeholders.
- Partnered with sales, operations, and executive leadership to develop **sales enablement tools**, including presentations, one-pagers, competitive reference sheets, and case studies.
- Measured and optimized campaign performance using **data-driven insights**, refining messaging and targeting strategies to maximize ROI.
- Managed and mentored the Marketing Coordinator, fostering development, creativity and strategic thinking in brand execution.

EDUCATION

CLASS OF 2019

UNIVERSITY OF NORTHERN IOWA

- BA -- Interactive Digital Studies
- Emphasis in Graphic Technologies, Data Visualization and Marketing

SKILLS

- Adobe Creative Suite/Canva
- Microsoft 365
- Marketing/Sales Automation + CRM
- Tableau
- HTML/CSS
- Project Management
- AskNicely--NPS survey for CX

REFERENCES

Kimberly Radcliffe, DHA, MHA, PT
SVP, Product Management | Enlyte
904-705-9551

Shannon Kofta
Brand Director, VGM
319-883-0437

WORK EXPERIENCE

MARKETING & COMMUNICATIONS MANAGER

June 2019-April 2023

HOMELINK (A division of VGM Group, Inc)

- Developed and managed marketing strategies that humanized the brand and engaged diverse stakeholders.
- Designed and executed multi-channel marketing campaigns, balancing digital, print, and experiential approaches.
- Implemented data-driven customer experience improvements, leveraging Net Promoter Score (NPS) insights.
- Transformed trade show engagements into immersive brand experiences, strengthening client relationships.

FOUNDER

October 2020-Present

Paxton Collective (www.paxtoncollective.com)

- Developed brand strategy, identity, and voice.
- Built a customer-focused eCommerce website.
- Managed end-to-end customer journey: social media, UX, product development, and fulfillment.
- Navigated supply chain challenges to ensure smooth operations.

GRAPHIC DESIGNER

January 2019-June 2019

VGM Marketing (A division of VGM Group, Inc) | Waterloo, IA

- Designed and produced a variety of print and digital materials for internal and external clients.
- Collaborated with a team of marketing professionals to ensure quality content was created in a deadline-driven environment.

CO-FOUNDER

May 2018-January 2021

The Shakery Smoothie Bar

- Organized and developed business plan to pitch for funding from private investors and credit union
- Created promotional materials for web and print
- Managed social media platforms and campaigns
- Oversaw payroll and employee management
- Recognized as Cedar Valley's best of the best in 2019 and 2020
- Sold the business and exited in 2021

TEAM LEAD

September 2014-May 2018

Root (rootpretty.com)

- Wore many hats in a fast-growing, scrappy startup, leading across customer service, shipping/logistics, product development, and product marketing.
- Handled direct customer interactions, resolving inquiries and fostering a community of engaged brand advocates.
- As Root's first employee, I played a critical role in scaling from a small beauty brand (making makeup in a 300 square ft office) into a multi-million dollar eCommerce and retail business.

Strengthsfinder Results

(CLIFTON STRENGTHS)

1. ACTIVATOR

2. ADAPTABILITY

3. INCLUDER

4. POSITIVITY

5. COMMUNICATION

Activator. Make things happen by turning thoughts into action. Want to do things now, rather than simply talk about them.

Adaptability. Take things as they come and discover the future one day at a time.

Includer. Accepting of others and show awareness of those who feel left out and make an effort to include them.

Positivity. Contagious enthusiasm. Upbeat and can get others excited about what they are going to do.

Communication. Find it easy to put thoughts into words. A good conversationalist and presenter.

These are the values I've brought to every role I've led.

- ✓ **Storytelling first.**
Crafting narratives that build emotional connections with audiences.
- ✓ **Human-centered marketing.**
Focusing on real people, real experiences, and authentic engagement.
- ✓ **Brand transformation.**
Shaping perceptions and creating meaningful brand identities.
- ✓ **Cross-functional leadership.**
Bringing teams together to execute marketing with purpose.
- ✓ **Scrappy & resourceful.**
Thriving in fast-paced, high-growth environments with a roll-up-your-sleeves mentality.