

# **Sara MacSween**

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## **EDUCATION**

### Doctorate of Business Administration (DBA)

- University of Liverpool. 2016 – present.

### Masters of Business Administration (MBA)

- University of Strathclyde, Glasgow, U.K. Completed November 2003.
- Dissertation on Branding, Communications and Customer Retention.

### Bachelor of Arts in Journalism & Bachelor of Arts in History

- University of North Carolina at Chapel Hill. Completed May 1999.

## **RELATED EXPERIENCE**

### Lecturer

The University of North Carolina at Greensboro (Greensboro, NC)

2014 – Present

- Teach a variety of marketing classes for third and fourth year students in the Bryan School of Business (Consumer Behavior, Principles of Marketing and Advanced Marketing Management.)
- Teach Professional Selling class and support development of the North Carolina Sales Institute.
- Incorporate real-life examples on how text translates to B-B and B-C marketing.
- Strong student reviews for being a prepared, fair and enthusiastic professor.
- Integrate experiential learning into all classes (preparation of business application for Better Business Bureau, creation of marketing plans for local companies and sale of NASCAR tickets).

### President

The Marketing Boutique (Greensboro, NC)

2007 – Present

- Provide expert marketing services to local companies.
- Mix and match media channels for maximum results, including direct mail, email, brochures, telemarketing, online activities and Public Relations.
- Implement multi-channel media campaigns that generate results.
- One B-B campaign generated a 6,400% return on investment (ROI).
- Write copy for all marketing efforts to ensure strong message and clear offer.
- Manage the entire process, from the big picture (creation of the marketing plan) down to the smallest details (delivery of printed materials).
- Help sales professionals close more deals with an integrated marketing process (brochures, emails, presentation materials and telemarketing efforts).
- Improve cross-selling efforts by analyzing and improving customer contacts.
- Regular presenter on marketing topics for members of the Guilford Merchants Association (GMA).
- Consultant for non-profit agencies on their marketing efforts.

### Acquisition Marketing Manager

The Education Center (Greensboro, NC)

2005 – 2007

- Responsible for all acquisition efforts, including direct mail, online advertising, email campaigns, print advertising and telemarketing.

- Created yearly budget and managed extensive monthly reporting.
- Greatly improved the response rate for large direct mail campaigns (increased from 0.8% to 4.7%).
- Successfully used banner advertising and email blasts for acquisition efforts (ROI of 1,271%).
- Reduced marketing costs through the in-depth analysis of all acquisition sources.
- Developed effective cross-selling plan.

#### Loyalty & Retention Manager

BellSouth (Atlanta, GA)

2004 – 2005

- Responsible for planning, organizing and implementing the operational plan to drive enrollments in the corporate customer rewards program.
- Efforts increased enrollments by 266%.
- Responsible for in-depth analysis, forecasting and financial modeling.
- Implemented and maintained an extensive customer database.
- Developed and implemented a new training package for 1,305 advertising sales representatives over a nine-state region in the Southeast.
- Introduced direct mail pieces to raise program awareness.
- Developed a new tracking report to promote management buy-in of the program.
- Updated website for easier use and improved tracking.

#### Marketing Manager

Mackays Stores (Glasgow and London, UK)

2000 – 2004

- Responsible for developing strategic objectives and implementing the multi-channel marketing plan/budget for 260+ stores across the UK.
- Managed employees, agencies and the supply chain to meet demanding deadlines for all marketing campaigns.
- Successfully positioned and launched new products, ranges and stores via in-store promotions, direct mail, advertising, online activities and key media titles.
- Coordinated and conducted different types of qualitative and quantitative research to answer strategic questions.
- Developed and implemented a tactical marketing program to drive footfall, increase average transactional values and improve marketing efficiency of local stores.
- Implemented CRM segments in customer database to allow for targeted offers and communications to increase marketing efficiency and reduce costs.
- Managed all aspects of the store credit card, including direct mail, communications, third-party offers, promotions and recruitment.
- Implemented a series of nationwide Public Relations campaigns, which generated over 500 articles.

#### New Media Marketing Officer

Stirling Council (Stirling, UK)

1999 – 2000

#### Webmaster and Marketing Specialist

Intelligent Technologies (Greensboro, NC)

1997 - 1999

#### Staff Writer

*The Daily Tar Heel* and *The UNC Journalist* (Chapel Hill, NC)

1996 - 1999