

Sarah J. Meiburg

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Professional Summary

Seasoned strategic marketing executive with extensive experience leading marketing and branding teams, managing integrated campaigns and new product development efforts for numerous businesses and agencies. Industry experience in healthcare services, financial services, retail and membership associations.

Sr. Director of Industry Outreach, Paper and Packaging Board (August 2017 - Present)

- The Paper & Packaging Board oversees/creates a \$25 million national advertising program in support of the paper and packaging industry. Oversee all communications and engagement with industry's 40+ member companies including International Paper and Georgia Pacific and create value for downstream supply chain companies who produce paper and paper packaging.
- Develop industry-wide employee engagement campaigns to include creation of a mobile gaming app, industry and executive communications, "state of the campaign" key events and touchpoints, present at numerous industry events and build relationships with industry partner associations.
- Led committee to develop a B2B sales enablement program, building online "toolkit" to support channel sales efforts using research insights and storytelling to create sales materials and content to showcase the benefits of paper. Content led to a 100% increase in LinkedIn followers reaching 33+K in a little over a year.
- In 2020, successfully branded and lead program's referendum with industry voting to renew the Paper and Packaging Board for another term. Developed detailed, multi-stakeholder communications plans, plus led creative team to develop a suite of branded assets including a referendum video, online and offline promotional materials, countless presentations and web content.
- Currently leading development of a new point of sale, residential recycling box messaging initiative. Rolling out a more intuitive recycling message and graphic to reinforce consumer behavior including a QR code consumer journey, showing the correct way to recycle paper-based packaging. Working with leading CPG brands to promote adoption of this new messaging system on ecommerce shipping boxes.

Director of Marketing, Virginia Heart (July 2016 - September 2017)

- Virginia Heart is largest independent cardiovascular medical practice in the mid-Atlantic. Responsible for renaming, branding, website development, social media efforts, patient satisfaction research & new patient growth.

Sr. Director of Sales & Marketing, National Spine & Pain Centers (NSPC) (September 2013 - February 2016)

- NSPC is a large multi-practice healthcare organization, with 50+ centers in 5 states and is the largest pain management practice in the US. Managed a team of 20+ sales associates and marketing communications professionals.
- Built the marketing infrastructure and brand platform for NSPC and its affiliates to include creation of a sales function, integrating and branding all digital properties from the individual practices, creating branding and key audience messaging, new patient volume growth including traditional media and paid search and digital strategies and patient satisfaction reporting and analysis.

Founder, Hazelnut Marketing, Inc. (1993 - 2013)

- Virtual full-service advertising agency. As lead strategist and client contact, brought together “top of craft” creative talent, production and media buying to execute strategic marketing campaigns for numerous clients.

Sentara Healthcare

- Conducted stakeholder research and developed a multi-stakeholder strategic marketing plan for the launch of a new hospital in the Williamsburg area. Oversaw consumer marketing research and market data analytics to develop a competitive communications strategy for Sentara Heart Hospital.

Inova Health System (Client for 7 years)

- As agency of record for Inova Health System, developed numerous advertising campaigns using internal and external creative resources for system service lines including cardiac, cancer, maternity, bariatrics, orthopedics, pediatrics, Inova Medical Group and Innovation Health (insurance program.)
- Working with Darrell Green (former Redskins football player), developed the Darrell Green *FitFor50* e-fitness challenge to include TV, radio, print and transit executions, and 50 videos, one for each day in the 50- day health challenge working directly with Darrell Green. First email marketing campaign of its kind, adding over 5,000 emails to the new CRM database.

American Plastics Council - Advertising Director

- Worked as the interim director of advertising (18 months) managing a \$20 million communications program to promote the benefits of plastic.
- Spear-headed a large segmentation study designed to help APC target their message more efficiently within the general public.
- Supervised Grey Advertising on the development of network television executions and research to measure effectiveness of campaigns. Managed the creative development, concept testing / consumer research and production of new television, print and radio executions for launch; managed \$2 million production budget.

Holy Cross Hospital (Client for 10 years)

- Oversaw research among consumers and physician stakeholders to inform brand platform and messaging. Led development of advertising campaign with agencies to launch new brand initiative.
- Developed integrated campaigns directed towards women (women’s cancer and GYN surgery) to include development television spots, print, transit executions and direct mail. Creative work received health care industry communications awards.
- Managed a \$1 million marketing campaign (PR, advertising, direct mail, traditional and digital media, etc.) for the launch of their \$83 million renovation in Fall 2005. Won two Addy’s for integrated campaign for the maternity program.

Other experience includes managing the \$20 million Roy Rogers Restaurants advertising account and launching the Airbus A320 in the US.

Education

- Graduated with a Bachelor of Science from Virginia Commonwealth University School of Business, with a major emphasis in Marketing.

Personal Interests

- Worked with a community theatre to produce and promote countless musicals and theatre productions in small and large venues for the last 10 years.