

Sara Caputo

Senior Marketing Manager

Experienced marketing manager and graphic designer. Skilled in graphics, communication, advertising, marketing, custom literature for products and professionals. Strong marketing and design professional with a BA focused in public relations, advertising and applied communication from Chapman University. Looking to leverage my knowledge and experience into a role as Marketing Director.

QUALIFICATIONS

Management

Public Relations

Graphic Design

Customer Training

Branding

Print Production


Webinars and Presentations


Event Coordination

Excellent Communication Skills


Well Organized and Flexible

Quick Learner and Self-Starter

 Torrance, CA

 Sara@SaraCaputo.com

 SaraCaputo.com

 [linkedin.com/in/sara-caputo-marketing-design/](https://www.linkedin.com/in/sara-caputo-marketing-design/)

PROFESSIONAL EXPERIENCE

Senior Marketing Manager

Indizen Optical Technologies – Torrance, CA

2017 – 2022

- Head of the North American marketing department ensuring all marketing efforts accurately represent the company and its products
- Worked closely with other departments within the company (both in the US and globally), outside vendors, and customers to achieve goals and marketing initiatives
- Designed custom marketing pieces for the company and customers (ie: logos, flyers, brochures, catalogs, ads, etc.)
- Proofed and edited all text in corporate marketing pieces and catalogs
- Designed and submitted advertisements for various trade publications, both print and digital
- Managed email and social media accounts; analyzed and reported trends using Google analytics and metrics available on each platform
- Conducted personalized in-person and webinar office trainings for customers and their staff
- Organized exhibitor booths for tradeshow; worked with vendors to design all booths, banners, and displays; reserved room blocks at hotels and organized events for company staff and customers

Print and Advertising Coordinator

Younger Optics – Torrance, CA

2011 – 2017

- Certified speaker in the optical industry
- Conducted personalized in-person and webinar office trainings for customers and their staff
- Print shop equipment management and maintenance; trained personnel on how to use all equipment; ordered all supplies
- Responsible for printing orders submitted by all departments and outside customers
- Provided creative and marketing support to upper-level management in various departments
- Created promotional marketing pieces using Adobe Creative Suite
- Designed and submitted advertisements, email blasts, and web ads for various trade publications
- Worked closely with outside vendors and customers
- Performed minor website updates to the company's websites
- Developed and implemented various customer promotions and tracked status
- Created intricate PowerPoint presentations for use by sales representatives, executives, and owner

Seminar Marketing Coordinator/Graphic Designer

Hobbs/Herder Advertising – Newport Beach, CA

2005 – 2011

- Coordinated seminar events
- Tracked and implemented internal seminar marketing and customer sales projects
- Oversaw development of seminar materials; tracked revisions and updates
- Designed marketing pieces for the company and customers
- Data entry, all user profiles for storefront customers and company database
- Responsible for scheduling webinars and related email notifications; provided tech support before and during all webinars
- Ran weekly workshops to train customers how to use the online print ordering system and direct mail marketing