

SARAH MCSPIRITT

MARKETING STRATEGIST



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SUMMARY

Proven marketing leader draws upon 15 years of financial marketing experience plus whirlwind foray into the fast-paced world of software marketing to influence smart business strategy, create award-winning communications, and propel organizations forward—driving measurable business results.

SKILLS

- MARKETING STRATEGY
- CONTENT MARKETING
- PRODUCT MARKETING
- BRAND DEVELOPMENT
- COPYWRITING
- GO-TO-MARKET PLANNING
- MARKET RESEARCH
- PUBLIC SPEAKING
- PERSONA DEVELOPMENT

EXPERIENCE

VP OF MARKETING, USA

Coherent

2021-Present

- Set marketing strategy for launching the company's core technology, Coherent Spark, in the US, starting with a focus on reaching business buyers in the insurance industry.
- Build foundational marketing assets, including personas, audience and positioning briefs, buyer journeys, and Sales and Marketing dashboards to track performance against KPIs.
- Develop and execute agile marketing plan to help the business achieve exponential growth; this includes creating marketing materials, performing editorial and design tasks as needed.

EDUCATION

MA, COMMUNICATIONS

Wake Forest University

2004-2006

BA, CLASSICS

Washington & Lee University

1999-2003

DIRECTOR OF MARKETING STRATEGY

Ascensus

2019-2021

- Launched new products and services into the marketplace to drive new plan sales, participation rates, and client retention.
- Led/influenced sales support strategy and execution for key initiatives, including creating a new brand narrative and messaging around win themes.
- Drove thought leadership, facilitating discussions among executives to articulate positions on emerging industry trends.

AWARDS

- 2015-2016 Gramercy Institute, 20 Rising Stars in Financial Marketing
- 2014 Communicator Award, Academy of Interactive & Visual Arts
- 2014 MFEA Star Award, 1st Place, Digital Innovation
- 2014 PSCA Signature Award with Distinction, Digital Innovation
- 2014 MARC Award, 1st Place, Interactivity/Engagement
- 2014 Gramercy Institute Strategy Award, Best Domestic Strategy, Retirement
- 2010 High Score for Toastmasters Competition (Marketing vs. Sales), The Hartford
- 2010 IFCA Award of Excellence for The Hartford Bicentennial Project
- 2010 IFCA Honorable Mention for Advisor Web Registration Campaign
- 2009 IFCA Award of Excellence for First Steps in Financial Planning Project
- 2009 Best Improved Donation Rate for Regional United Way Campaign, The Hartford
- 2008 IFCA Best in Show for Step Up, Speak Up, Stand Out Project

EXPERIENCE (CONTINUED)

AVP, COMMUNICATION & THOUGHT LEADERSHIP

AIG Group Retirement

2017-2019

- Led thought leadership and content strategy to drive communications with existing and prospective retirement plan sponsors, consultants, and participants across all channels.
- Collaborated with Marketing management team, Creative Services team, and other departments (Sales, Relationship Management, Product, Compliance, et al.) to promote company initiatives and ensure an integrated communications approach.
- Collaborated with Corporate Communications team to produce press releases and executive communications on topics of strategic value to the brand and key constituencies.

SENIOR MANAGER, STRATEGIC MARKETING INITIATIVES

Lincoln Financial Group, Retirement Plan Services Business

2013-2017

- Planned and executed broad, value-add marketing programs—many of which had direct connections to the Lincoln Retirement Power® research.
- Helped build the RPS brand through a marketing toolkit, including personas and other artifacts.
- Developed a strategic content plan to create differentiated customer experiences.
- Presented research-based insights to employers and intermediaries at in-person due diligence meetings, virtual webinars and podcasts, and sponsored conferences—helping to drive brand awareness, and in turn, client acquisition and retention.

EDITORIAL MANAGER

Lincoln Financial Group, Retirement Plan Services Business

2012-2013

- Partnered with Art Director to set creative direction, establish best practices, and conduct reviews of marketing material produced in-house as well as by external agencies.
- Led the development of a new RPS Marketing Style Guide, RPS Brand Guidelines, and enterprise-wide Lincoln Style Guide.
- Developed marketing tools and governance processes to ensure consistency of message on strategic topics.

TRAINING

- LEAP Leadership Program conducted by Harvard Business Publishing, Ascensus
- Management Development Program by Harvard Business Publishing, Lincoln Financial
- CorpU Critical Thinking & Decision-Making, LEAD Training, Lincoln Financial
- Presentation Skills, LEAD Training, Lincoln Financial
- Impact & Influence, LEAD Training, Lincoln Financial
- Before You Lead Management Training, The Hartford
- Present to Win Presentation Skills Training, PLANCO/The Hartford

KEY PROJECTS

- TBD
- TBD
- TBD
- TBD
- TBD

EXPERIENCE (CONTINUED)

SENIOR WRITER

Lincoln Financial Group, Retirement Plan Services Business

2010-2012

- Worked with design teams to develop conceptual marketing based on core positioning.
- Guided freelancers and staff writers to ensure quality and adherence to brand standards.
- Identified and solved process issues, improving team effectiveness—and team culture.
- Ensured consistency of message across various RPS business activities via: customer-centric content strategy, digital experience initiative, and development of core templates.

MANAGER, COPYWRITING/COMMUNICATIONS

The Hartford (PLANCO)

2007-2010

- Wrote content for major initiatives, from product launches to internal organizational changes.
- Created and executed value-add marketing campaigns to promote client education, sales ideas, and practice-management advice—supporting all investment and retirement products, including mutual funds, fixed and variable annuities, retirement plans, and college savings plans.
- Performed functions of both marketing manager and writer/editor for value-add campaigns and thought leadership (such as MIT AgeLab research and Dr. Bob Froehlich's market insights).

SENIOR COPYWRITER

The Hartford (PLANCO)

2007-2007

- Served as copywriting team lead, managing resource assignment and traffic/workflow.
- Streamlined creative process by developing Compliance-approved, customizable templates.