

PROFILE

- **Dedicated and highly motivated marketing strategist and brand consultant with 16 years of experience in marketing, branding, strategy development, and project management.**
- Proven success in creating and executing strategic communications that produce measurable results.
- **Proven history of leading, managing and utilizing design software tools and multimedia communication tools (print, outdoor, radio, direct mail, social media and web) to strengthen company brands and yield successful return-on-investment.**
- Proven success in planning, leading and promoting small-and-large scale events.
- Detailed-oriented with a strong knack to initiate, lead and successfully manage multiple projects.
- Experience using content management systems to enhance websites and create an online presence.
- **Ability to problem-solve and response quickly to challenges and client needs.**
- **Ability to actively listen and use high emotional intelligence to foster trust and build relationships**
- John Maxwell Team certified life coach with years of experience advising and coaching others on how to get “unstuck” and reach their potential.
- Passionate career coach experienced in guiding, teaching and coaching college students through career planning, job searching, and resume writing.
- **John Maxwell Team trained and certified leadership trainer with expertise and passion for helping executives and leaders think through decisions, find clarity, and discover their next step.**
- Experience in and enthusiasm for mentoring, coaching, and advising others on principles of self-leadership, personal growth, career preparation, and professional development.
- **Specialized knowledge and expertise in coaching female business owners through everyday projects, challenges, and situations.**

MARKETING STRATEGY & CONSULTING

Owner | Strategist + Marketer

Addspark Consulting, Inc., Champaign, IL

2014- present

- **Help companies and leaders define, build, and maintain a strong brand presence through marketing, communications, and strategy development**
- Evaluate branding efforts and provide solutions to everyday marketing struggles.
- **Teach and train entrepreneurs and leaders on the fundamentals of branding and marketing.**
- **Assess daily operations and help companies develop effective systems, strategies, and processes for their business.**
- **Facilitate and lead organizations through annual strategic planning sessions**
- Provide creative guidance and support on promotional materials, website design and social media marketing.
- **Lead, coach, and assist companies with marketing plan and strategy development.**
- Meet with CEOs, presidents, and directors to create or revise company mission, vision, and value statements.

Assistant Director of Marketing & Communications

The Career Center, University of Illinois at Urbana-Champaign, Champaign, IL

2015 - present

- **Strategist and marketing consultant to 20 career services and support staff specialists.**

- **Develop, lead and implement data-driven marketing and communications strategies that impact and drive 30,000+ students to utilize the Center's services and offerings annually.**
- Oversee the planning, promotion, staffing, and logistics of career fairs, events and open houses.
- Hire, train and supervise the Marketing Communications, Digital & Social Media, and Graphic Design interns.
- **Supervise the design, production, editing and distribution of print and digital messages.**
- Utilize multimedia communication tools (social media, print and web) to execute marketing strategies that promote and drive awareness of The Career Center.
- Manage and supervise projects assigned to the Marketing Communications, Digital & Social Media, and Graphic Design interns.
- **Organize, prioritize, and delegate Center's marketing and advertising requests.**
- **Oversee and manage Center's website strategy, content development, online events calendar, and social media presence.**
- **Develop, monitor and maintain Center's marketing budget \$20,000 for advertising, promotion, and communications.**
- Evaluate and report outcomes of marketing, communications, and public relations efforts.
- Serve as the Center's media relations contact by responding to inquiries and requests from the student newspaper, campus News Bureau and off-campus media outlets.
- Collaborate with Associate Director of Assessment and Research to evaluate events, programs, and make appropriate marketing recommendations.
- **Conceptualize and solve Center's complex messaging and communication problems with creative advertising solutions.**
- Manage the selection, purchase, inventory and distribution of Center's branded promotional items.

Marketing Specialist

2007 - 2015

Carle Physician Group/Carle Foundation Hospital, Champaign, IL

- **Lead and manage the marketing, communications and branding efforts for 14 outpatient healthcare clinics spread across 5 counties in central Illinois.**
- Train and onboard junior marketing specialists.
- Edit and review print materials prepared by junior marketing specialists.
- Collaborate with Creative Services and Web teams to conceptualize and develop advertising campaigns.
- Meet regularly with senior leadership to foster client relationships and ensure needs are met.
- **Set, manage and monitor a \$400,000 annual marketing and communications budget for 20 assigned service lines.**
- **Successfully planned, promoted and managed 10 grand opening events for 4 new healthcare facilities.**
- Oversee the planning, advertising and logistics of monthly community health fairs and seminars.
- **Created and executed a comprehensive marketing and communications strategy that impacted 60,000 patients and communicated a move of 60 providers and 30 departments to two new healthcare facilities.**
- Developed and implemented an organizational-wide communications strategy that increased enrollment of online medical records by 5% in 15 months.
- **Create, lead and track direct mail advertising efforts that generate roughly 120 new surgical weight loss patients annually.**
- Oversee the production, development and distribution of print collaterals and messaging for multiple service lines.
- **Develop and execute annual marketing plans that support organizational goals and build business for the organization.**

- Measure and evaluate the effectiveness of marketing and communication campaigns created for departments and strategic business units.
- **Utilize multimedia communication tools to effectively distribute messages to targeted audiences and leverage company brand. Tools used in a 2011 campaign received a Bronze Addy Award by the Chicago Advertising Federation.**
- Manage the online presence of key departments through web and social media advertising.
- Utilize virtual technologies to promote healthcare events, manage attendance and respond to inquiries.
- Pitch newsworthy stories to strategically position and enhance company image within community.
- Create appropriate messaging and responses to media-related inquiries.
- Write, edit and review press releases.
- Review, select, and purchase premium and promotional items that ensure brand standards and adhere to corporate style.
- Manage and oversee the development of websites and web content for various service lines.

Market Research Analyst

2005 - 2007

Eastern Illinois University (EIU), Housing & Dining Services, Charleston, IL

- **Spearhead department's first ever online satisfaction survey distributed to approximately 2,000 on-campus students. Use of online survey increased response rate by 10% from paper survey.**
- Gather, interpret and analyze survey data.
- Use survey data findings to continuously improve living and dining accommodations on-campus.

BUSINESS, CAREER & LIFE COACHING

Owner | Business + Life Coach

Addspark Consulting, Inc., Champaign, IL

2007- present

- Partner with entrepreneurs and organizational leaders to assess, define, and revamp deflated work cultures.
- **Empower and coach employees and management through workplace difficulties and challenges.**
- **Counsel, teach, and equip leaders with the tools they need to better communicate with staff and teams.**
- Mentor and advise company executives on leading themselves more effectively and successfully.
- Develop creative ways and solutions for leaders to diffuse conflict, improve communication, and boost employee morale.
- **Coach and guide women of varying diverse ethnicities on getting "unstuck" and healed from career and relationship trauma.**
- Organize and facilitate virtual and in-person Mastermind Group Coaching Sessions targeted to women seeking change and personal growth.
- **Coordinate, host, and lead annual ReVision Your Life® retreat targeted to 50 women of varying backgrounds who desire clarity, guidance, and direction for key areas of life.**
- **Meet weekly and coach clients through issues surrounding identity, purpose, self-love, addictions, and unhealthy attachments.**
- Actively listen to clients and provide encouragement, support, and accountability for their needs.
- Evaluate and track client progress and growth through goal setting, observation, and self-assessment exercises.
- Make note of and record key client takeaways, triumphs, and setbacks from sessions.
- **Respond to emails and conduct weekly check-ins with current clients**

- Conduct 1 month, 3-month, and 6-month follow-up check-ins with recent client

Career Coach

The Career Center, University of Illinois at Urbana-Champaign (UIUC), Champaign, IL 2015- present

- **Counsel approximately 20 students per month on a one-on-one basis to provide career planning, job search strategies, and graduate school advice.**
- Meet with students and help identify their career interests, skills and values.
- Educate students on career goal setting and decision making.
- Review, analyze and discuss career assessments with students.
- Research career industry trends, best practices and job skill requirements.
- Advise and help students to build leadership, interpersonal, communication, problem solving and other soft skills.
- **Coach students of color through career preparation and professional development issues surrounding underrepresented minority groups.**
- Assist students in exploring, finding and selecting a major and career.
- Conduct resume, cover letter, LinkedIn and personal statement reviews.
- Create strong partnership and ongoing relationship with Office of Minority Student Affairs to enhance career and professional development of minorities and underrepresented students.
- Assess, monitor, and track student growth and progress.

Adjunct Marketing Professor

Parkland Community College, Champaign, IL 2014 - 2015

- Lectured and taught approximately 30 students per semester on the principles of marketing, communications and public relations.
- **Provided outreach and additional academic support, mentoring and resources to historically underrepresented students.**
- Modified teaching methods, classroom discussions and course materials according to students' varying needs.
- Developed and implemented effective teaching strategies that use technology to enhance and make lessons more interesting and useful to students.
- **Earned above-average evaluations and positive remarks from students and department chair.**

SPEAKING & PRESENTING

Founder | Speaker +Writer

Beautiful Truth, LLC Champaign, IL 2013- present

- **Using the Word of God to restore hope, encourage, and help 8,000+ believers think differently and live a better life through Jesus.**
- Write and upload daily devotionals via social media, inspiring believers to remember and meditate on God's truth.
- **Connect with 128 women through "Daily Affirmations" video devotional encouraging them to listen, speak, and affirm themselves with God's word.**
- Create weekly "10 Minutes of Truth" video teaching others how to apply and use scripture in their daily lives to stay inspired.
- **Published "180 of Days of Beautiful Truth" Daily Devotional book designed to help Christians reshape their thoughts and stay encouraged through the toughest of times.**

- Host and facilitate online and in-person bible studies and women’s gatherings.

Conference Presenter/Guest Speaker/Lecturer

Just as You Are (JAYA) Ministries 2019

- Selected as workshop speaker for annual JAYA Ministries Women’s Conference

Vineyard Church of Central Illinois 2018 - 2019

- Selected as conference presenter for Women of Purpose Spring Conference
- Selected as monthly ALPHA guest speaker; presented on “How Can I Resist Evil?”
- Selected as monthly ALPHA guest speaker; presented on “Does God Still Heal Today?”

Women’s Business Council of Champaign County 2018

- Selected as guest speaker for monthly luncheon; presented on “How to Live Your Best Life”

Eastern Illinois University (EIU) 2008 - 2014

Lumpkin College of Business & Applied Sciences

- Selected and featured as an alumnus on EIU’s School of Business website from 2011 – 2013. Professional experience and career pathway shared with students who frequent site.
- Selected as guest speaker for American Marketing Association (AMA) chapter meetings. Counseled approximately 130 business students on marketing careers.

College of Sciences

- Selected as guest speaker for Minority Mentoring in Math & Science (M3S) Chapter meetings. Discussed the importance of STEM in business to approximately 100 students.

Career Services

- Consistently selected as alumni panelist and host for annual “Career Boot Camps”. Counseled and advised 50+ students in a one-on-one or group setting regarding career exploration, internships and interviewing.
- Measure and evaluate the effectiveness of marketing and communication campaigns created for departments and strategic business units.
- **Utilize multimedia communication tools to effectively distribute messages to targeted audiences and leverage company brand. Tools used in a 2011 campaign received a Bronze Addy Award by the Chicago Advertising Federation.**
- Manage the online presence of key departments through web and social media advertising.
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- Manage and oversee the development of websites and web content for various service lines.

CERTIFICATIONS

Certified Coach, Trainer, Speaker

The John Maxwell Leadership Certification Program

2017 – present

Certified DISC Consultant & Trainer
The John Maxwell Leadership Certification Program

In-progress

PROFESSIONAL ASSOCIATIONS/COMMITTEES

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| Chair, Marketing Communications Committee Midwest Association of College and Employers | 2018 - 2019 |
| Liaison Office of Minority Student Affairs (OMSA) | 2015 - 2019 |
| Member Student Services Communicators Committee, UIUC | 2016 - present |
| Member/Networking & Membership Committee Women's Business Council of Champaign County | 2016 – 2019 |
| Board Member Lead4Life Foundation | 2016 – present |
| Member - Marketing Communications Committee Midwest Association of College and Employers | 2015 - 2017 |
| Member Female Entrepreneur Association | 2016 – 2018 |
| Mentor Illinois Promise | 2016 - 2017 |
| Mentor <i>C-U One-to-One Mentor, Champaign, IL</i> | 2007 - 2016 |

SELECTED PRESENTATIONS/PUBLICATIONS

- Makela, J. & Sanders, S.** 2018. "Hello Marketing. It's Me Learning Outcomes. I Think We're Going to Be Great Friends." National Association of Colleges & Employers (NACE) Conference. New Orleans, LA.
- Sanders, S.** 2017. "180 Days of Beautiful Truth". Lulu Publishing. Morrisville, North Carolina.
- Neef, J., Sanders, S. & Woodruff, B.** 2017. "Do Not Resuscitate: Case Study of Revitalizing a Website." Midwest Association of Colleges & Employers (MWACE). Detroit, MI.
- Makela, J. & Sanders, S.** 2017. "Hello Marketing. It's Me Learning Outcomes. I Think We're Going to Be Great Friends." National Career Development Association (NCDA) Global Conference. Orlando, FLA.
- Sanders, S.** 2017. "The ABC's of Professional Etiquette". Women's Career Institute, University of Illinois at Urbana-Champaign. Champaign, IL.
- Sanders, S.** 2012. "The Journey of a Young Professional". American Marketing Association Chapter Meeting, Eastern Illinois University. Charleston, IL.

Sanders, S. 2012. "How to Stand Out as a Minority Student". Minority Mentoring in Math & Science (M3S) Club. Keynote Address, Eastern Illinois University. Charleston, IL.

EDUCATION

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| Masters of Business Administration (MBA) <i>Eastern Illinois University, Charleston, IL</i> | 2007 |
| Bachelors of Science in Business <i>Eastern Illinois University, Charleston, IL</i> | 2005 |