

Sarah Taylor

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Professional Profile | Content leader with 6+ years of experience driving social, email, and video content for high-growth, regulated healthcare brands. Known for blending creative storytelling with data-driven strategy to drive engagement, build community, and support business goals at scale.

Experience

Content Marketing Lead | Athletico Physical Therapy (Remote) | April 2020 – Feb 2026

- Led enterprise-level content strategy across social and email for a national healthcare brand spanning 900+ clinics, driving sustained growth in engagement, reach, and audience loyalty.
- Planned and executed high-volume, multi-channel content calendars, producing 300+ assets monthly while maintaining brand consistency and quality.
- Served as lead copywriter for weekly email campaigns reaching hundreds of thousands of patients, supporting re-engagement and clinic utilization.
- Launched and managed Athletico's Social Ambassador Program, empowering internal team members to create video content and expand brand reach and overall engagement.
- Partnered cross-functionally with creative, digital, and clinical teams to align content with business objectives, ensuring all content met healthcare compliance standards.
- Analyzed performance metrics, social listening data, and campaign KPIs to refine strategy and inform decision-making.
- Managed influencer and creator partnerships, including contract negotiations, content alignment, and ROI analysis.

Account Assistant | Warschawski | Maryland | September 2019 – February 2020

- Conducted research and performance analysis to support content and social strategy for CPG and executive clients.
- Supported brands including Dole Canned Foods and Kevin Plank through research, editing, and content development.
- Collaborated with cross-functional teams to brainstorm campaign ideas and support client objectives.
- Scheduled and optimized social content using Sprout Social to increase visibility and engagement.

Realtor | Keller Williams | Maryland | October 2018 – 2022

- Created branded content for social media, flyers, and banners, boosting both online and offline engagement.
- Built social media presence with video content driving thousands of views and high audience engagement.
- Successfully closed two deals with first-time homebuyers, providing personalized support throughout the process.

Skills

Marketing & Content: Content Strategy, Social Media Management, Email Marketing, Influencer Marketing, Brand Voice, Campaign Planning

Tools: Sprout Social, Hootsuite, Mailchimp, Canva, Adobe Creative Suite, WordPress, ChatGPT

Analytics: KPI Reporting, Social Listening, Brandwatch

Certifications & Awards

- Social Selling Certification, 2025
- Graphic Design USA Health and Wellness (Content) Award, 2024
- Hootsuite Case Study: Athletico Brand Advocacy Program, 2024
- Google Ads (Display, Search, Video) & Google Analytics, 2020

Education

University of Tampa | GPA 3.9

Bachelor of Arts in Advertising and Public Relations | Dean's List 2014 – 2018