



# SARA MULDER

COMMUNICATIONS STRATEGIST & COPYWRITER

## CONTACT ME

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## SKILLS

- Planning
- Messaging
- Copywriting
- Editing
- Staff supervision
- Project management

## WORK HISTORY

- Freelance Strategist  
4/2016 – Current
- FleishmanHillard  
7/2014 – 4/2016
- General Mills (Yoplait)  
7/2011 – 5/2014
- Chief Household Officer  
1/2007 – 7/2014
- Select Comfort  
6/2003 – 12/2006
- Carmichael Lynch Spong  
11/2000 – 6/2003
- Colle+McVoy  
6/1999 – 11/2000
- The Carmen Group  
9/1998 – 12/1998

## PROFILE

With more than 10 years of agency and corporate experience, I am passionate about communication that effectively distills complex ideas, motivates people and generates positive business results. I am an optimistic and resourceful problem-solver who thrives on variety and collaboration.

## CAREER HIGHLIGHTS

### **#BurnTheTurkey with Anytime Fitness**

My team challenged Anytime Fitness to go against the grain and create an engagement campaign during the holidays – when people typically are focused on eating, drinking and being merry – to raise brand awareness and preempt New Year’s resolutions. #BurnTheTurkey was a tongue-in-cheek campaign that gave people permission to indulge during Thanksgiving, yet helped them burn some turkey calories. The campaign included a celebrity chef partnership, 6-week content series (blog articles, videos, social media posts), franchisee toolkit and internal communications support.

The campaign was well supported by franchisees with more than 75% participation. Consumer engagement also was strong with 2,477 pieces of unique content tagged #BurnTheTurkey on Instagram alone.

### **Introducing SleepIQ Kids Smart Bed with Select Comfort**

In 2014, I assumed in-house responsibilities for Select Comfort’s social media manager during my client’s maternity leave. I was responsible for master brand social media efforts, supporting retail promotions, managing vendor relationships and working with other departments to plan a product launch at the Consumer Electronics Show.

The introduction of SleepIQ Kids was very successful and our efforts garnered high-profile attention for the product, including the very important “monster detecting” feature. The launch surpassed benchmarks from the previous year’s new product introduction and far exceeded target KPIs with 400,000 consumer engagements and 1.5 million video views.

## INTERESTING FACTS

Standardized tests in school indicated I'd make a good plumber or builder.

I started a business in my twenties called Perspectives Body Care and I developed fragranced lotions in my kitchen.

I named a color once while working for Select Comfort. It was for a sleeper sofa that was available in several fabrics, including "Sturgis" which was black leather.

I grow nearly all of my summer plants and flowers from seed under grow lights in my basement.

A good Excel spreadsheet will always make me smile.

## EDUCATION

University of St. Thomas  
Bachelor of Arts  
Political Science and  
Communications

### **Yoplait Goes Social**

In 2011 social media was still quite new and not many brands proactively planned content or even maintained a presence. While General Mills was in the process of creating formal social media guidelines for its brands, Yoplait was given permission to test and learn on both Facebook and Twitter. I was hired as an independent contractor and for the next three years I worked with the brand team to develop the brand's voice, tone and visual direction for social media. I worked closely with creative services teams, developed measurement standards, drove paid social efforts and provided crisis counsel when necessary.

### **A Giant Cat & Dog Vehicle? True Story.**

Remember the Oscar Mayer Weinermobile? Now imagine it with a giant cat and dog instead. That was Pfizer Animal Health's Revolution Mobile and I managed publicity for its nationwide event tour nearly every week for a year. You can ask me anything about protecting Fido from fleas and ticks.

Working at advertising and public relations agencies allowed me to represent top consumer brands including American Standard Kitchen and Bath, Country Inns & Suites, Department 56, Pfizer Animal Health, Multigrain Cheerios, Sleep Number and Winnebago. From media tours, press events and industry trade shows to bylined columns, press releases and more – my agency experience has proven invaluable.

### **"Have you seen me?" with ADVO Inc.**

I am often asked why I pursued a career in communications especially considering my major was political science. I learned the power of public relations and the importance of messaging during my time as an intern at The Carmen Group in Washington, D.C. I provided media relations support to direct-mail marketer ADVO Inc. and its partnership with the National Center for Missing and Exploited Children (NCMEC.)

The partnership was most well known for its "Have You Seen Me?" postcards. Three out of seven children featured were found as a direct result of the cards. And during my four-month internship, three children were found.