



SARAH PICKERT

Revenue-Focused Growth Marketer

I help sales-led organizations scale smarter through aligned marketing strategy, customer insight, and automation.

(913) 221-4726 • sarah.r.pickert@gmail.com
Overland Park, KS • [linkedin.com/in/sarahpickert](https://www.linkedin.com/in/sarahpickert)

PROFESSIONAL SUMMARY

A hands-on, outcomes-first leader who believes in lifting others, building trust, and using marketing as a bridge — not just a megaphone.

Strong business-side marketer who understands the full client lifecycle, balancing top-of-funnel growth with down-funnel experience design. Ensures every campaign, insight, and brand moment strengthens the financial foundation and offers customer value.

Skilled in scaling products through multi-channel campaigns, sales-aligned lead gen and full-funnel marketing strategies. Committed to driving growth performance through attribution modeling and CRM integration and automation.

IDEAL FOCUS

- Owning full-funnel marketing strategies, from demand gen and ABM to retention and upsell
- Aligning with sales and product to optimize customer journeys and revenue outcomes
- Leading Omnichannel campaign strategy using behavioral insights and data triggers
- Building and mentoring a high-performing, cross-functional team
- Driving MarTech stack optimization and multi-touch attribution modeling
- Partnering on GTM strategies, ICP refinement, and sales enablement content
- Owning pipeline performance metrics and contributing directly to revenue

Seeking full-time remote (nationwide) or hybrid roles in the Kansas City area.

IDEAL COMPANIES

Tech, SaaS, or VC-backed startup. Especially those focused on customer-centric solutions, scalability, and innovation. *Bonus points for organizations focusing on health and financial well-being.*

ACCOMPLISHMENTS

- *Doubling lead conversion rates through segmentation and automation*
- *Recovering lost revenue via journey mapping and customer lifecycle triggers*
- *Cutting inefficient ad spend while preserving or increasing performance*
- *Creating scalable systems that reduce burnout and improve campaign velocity*
- *Building trust across departments and creating momentum beyond handoffs*

SKILLS

Demand Generation • Customer Journey Design • Marketing-Sales Alignment • Omnichannel Orchestration
CRM / Marketing Automation • Cross-Functional Leadership • Strategic Brand Positioning

Full Resume Available Upon Request