



**SARAH
LYDER**

Performance-Driven Digital
Marketing Specialist

Charlotte, NC 

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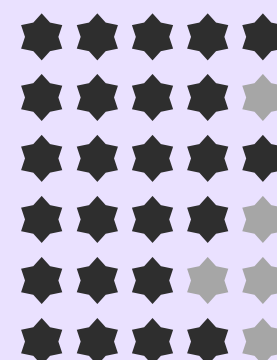
sldigital.marketing 

ABOUT ME

I am a performance-driven Digital Marketer with 10+ years of experience turning websites into revenue engines for businesses. Skilled in connecting marketing strategy to pipeline impact, SQL generation, and customer acquisition efficiency (LTV:CAC). Known for blending data, creativity, and storytelling to drive measurable business growth—not vanity metrics.

CORE SKILLS

- SEO
- Paid Search
- Strategy
- Analytics
- AI / LLM
- Content



CERTIFICATIONS

- Google Ads
- Google Analytics
- E-Commerce (Coursera)
- UX Design (Coursera)

PROFESSIONAL EXPERIENCE

Marketing Strategist

Kashmer Interactive / 2021 – Present

- Multi-platform ad management
- Website + SEO growth
- Campaign scaling success
- Strategic SEO audits
- CRO optimization
- Automated analytics dashboards
- Cross-team collaboration
- AI-driven optimization

Marketing Manager

World Cup Karate & Fitness / 2014 – 2021

- Multi-channel campaigns
- ROI-driven budgeting
- Content + retention strategy

EDUCATION

- **Southern New Hampshire University**
 - A.S. in Marketing - 2019
- **Mercer County Community College**
 - A.A. in Communications - 2010

Please contact me for a more extensive version of my resume!