



# SARA COSTELLO

*marketing portfolio*

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- social media content
- email campaigns
- photography
- video content
- blog writing
- gated whitepapers
- website
- seo and reporting

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# MEET SARA



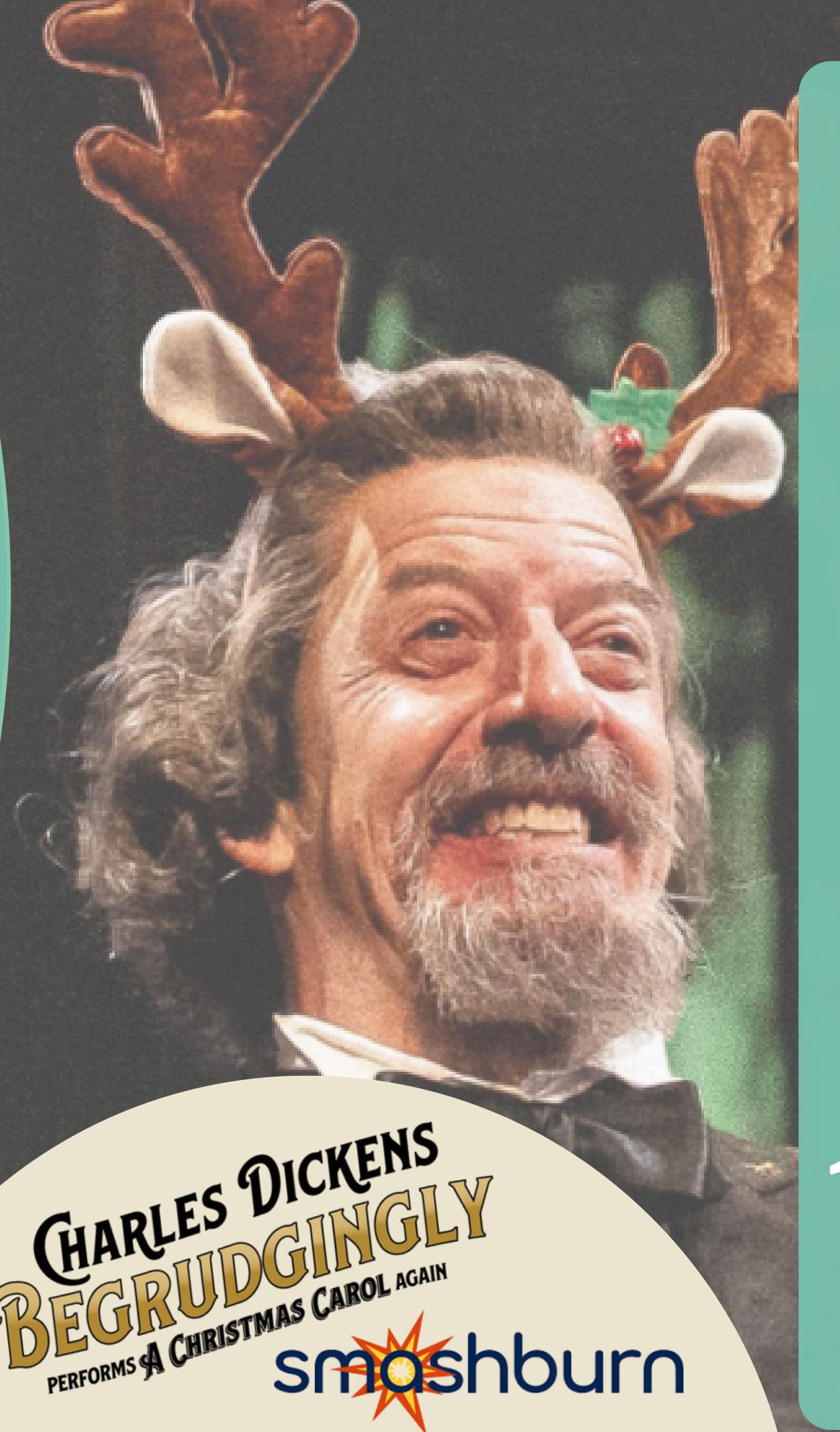
Hi! My name's Sara, and I'm a Chicago-based creative professional dedicated to using my nuanced writing skills and marketing expertise to create meaningful connections with my audiences.

- ✓ **8 years** in digital marketing
- ✓ Written over **200+ blogs**
- ✓ Past client email open rates **boosted by 45%**
- ✓ Built **37K following** on TikTok
- ✓ Past titles include **Social Media Manager, Marketing Strategist, Digital Content Specialist, and Lead Copywriter**



I was brought onto the Smashburn Creative team to head social media marketing, content creation, and paid advertising strategy for "Charles Dickens Begrudgingly Performs 'A Christmas Carol' Again."

- I curated and run two successful Facebook advertising campaigns for under \$300, resulting in:
  - **1,033 Clicks**
  - **46,821 Impressions**
  - **\$.35 Average CPC**
- Our Google Ads campaign generated over 4K ad clicks, with 248K impressions.
- I created a fresh review sizzle reel with available content for our newly established Instagram page.



**584**

Overall Ticket



**8,338**

Website

Link Clicks

Page Views

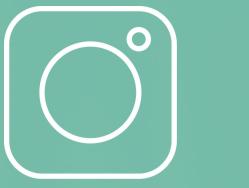


**4,359**

**2,428**

Google Ads  
Clicks

Facebook  
Ad Clicks



**15,787**

**551**

Instagram  
Page Views

Instagram Page  
Interactions

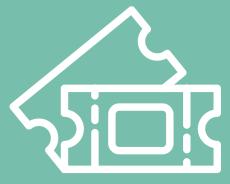
PARANORMAL  
ACTIVITY

chicago  
shakespeare theater



31,802

Video Views



\$1,500

Ticket Profits



854

Video Likes



110

Video Saves



I partnered with the Chicago Shakespeare Theater as an influencer for its recent production of Paranormal Activity.

- With three videos, we amassed over 30,000 views for CST on Instagram and TikTok.
  - **31,802 Views**
  - **854 Likes**
  - **110 Shares/Saves/Reposts**
- The individual ticket promo code for my audience generated nearly \$1,500 in profit.

# Corporate Concepts

MAJOR SITE AUDITING

BOOSTED SITE HEALTH BY 17%

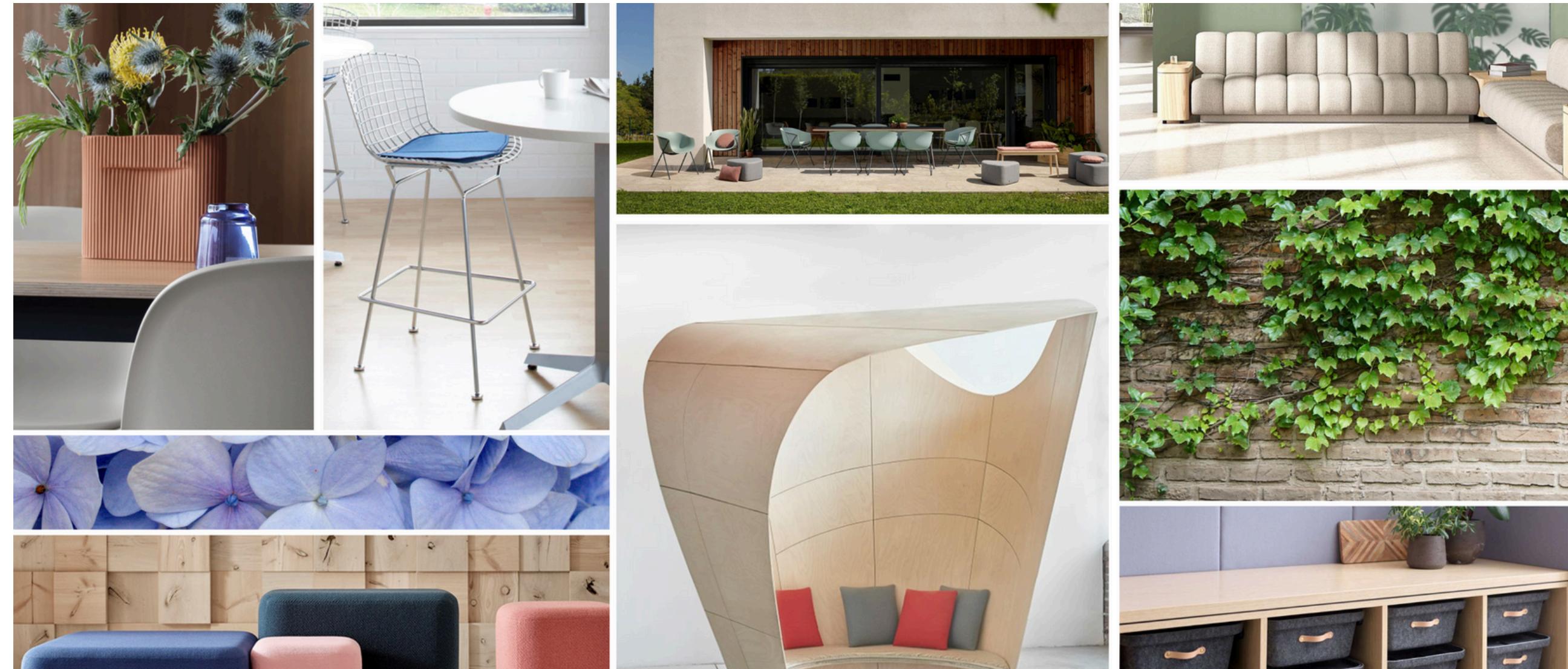
REDUCED SITE ERRORS BY 95%

SEO KEYWORD RESEARCH

MONTHLY NEWSLETTERS

ADAPTING TO BRAND TONE

Corporate Concepts curates furniture solutions for every environment. Their approach, paired with innovation and investments in people and technology, has made them one of the largest furniture dealerships in the Midwest.



The majority of my Simple Machines Marketing clients were in the industrial sector, so Corporate Concepts was a breath of fresh air. I flexed my writing skills with descriptive, eye-catching, and engaging copy in their monthly newsletters and blogs. Additionally, I performed a major SEO website audit overhaul. When my recommendations were implemented, we reduced our site errors by 95%, positively impacting their site health score and rank.



## FORGET SOMETHING?

Tools, tape, toilet paper...it's easy to miss the little things during your big move. That's why we have the Miller Moving Kit. It's filled with all the essentials you need to pack, unpack, & settle in.

**Miller**  
INDUSTRIAL



## BLOCK PARTY AT OUR PLACE

HEY NEIGHBOR, IT'S **Miller**

Join us on **Saturday, May 7th** from **11am - 5pm** for tacos, brews, local bands and more surprises!

Miller Industrial works to bring a little more joy to the world of hardware and MRO supplies. They know their customers have tough jobs, and are dedicated to making their professional lives easier and more fun.

Miller loves to "throw spaghetti at the wall and see what sticks." That's why we explored direct mailer campaigns. Their goal was two-fold: Build new business and people connections in this small community, and advertise Miller's main goal - anticipating customer needs. For example, we created a coupon for a "Miller Moving Kit," filled with the essentials you need (and often forget!) during a big move.

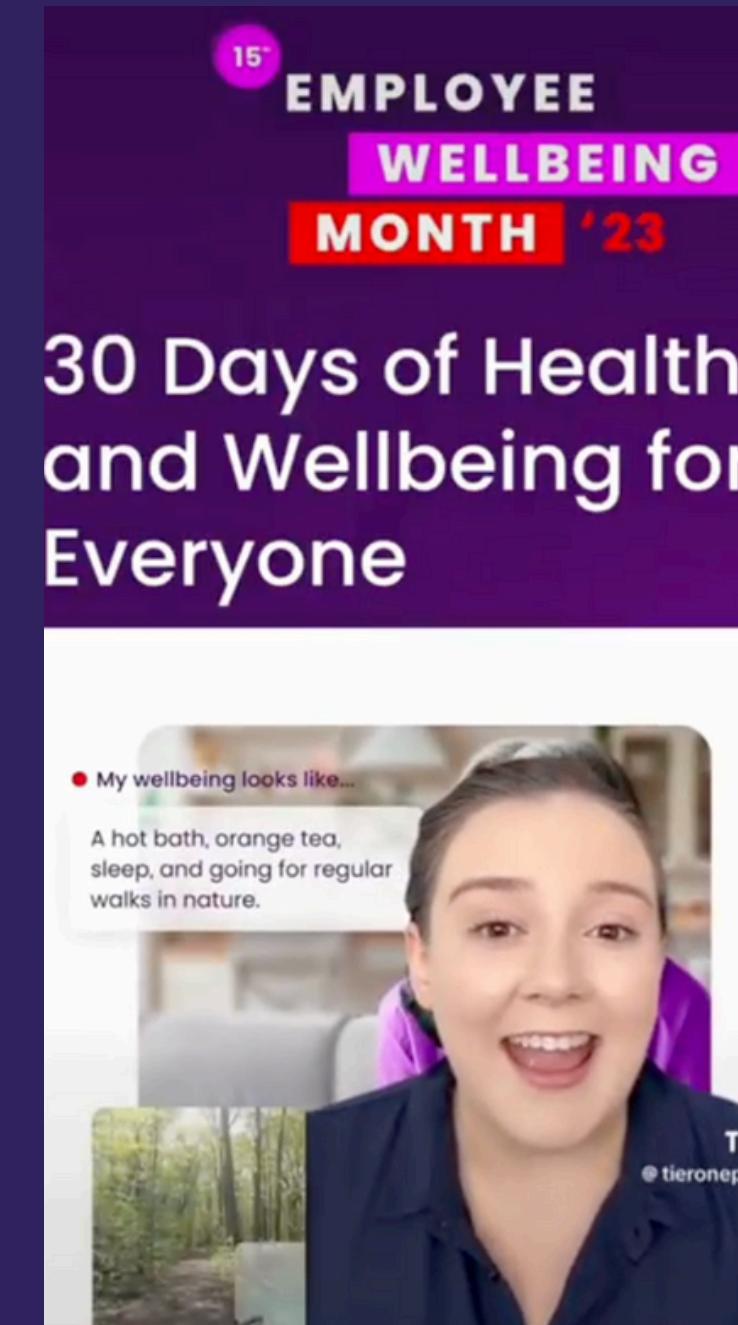
As a suburban store, Miller was passionate about establishing a community connection. We created strategies for an outreach campaign, researched sponsorships, village events, and collaborations with local influencers. Miller allows me to think outside the box and use my creative background well.

# tier one.

For Tier One, I wrote, filmed, performed in, and edited a variety of high-quality video content for internal use and client presentations. Here are two examples of my social channel videos and our project bid for Ally Bank.



UGM and TikTok



Ally Bank Pitch



Sesame Street

# tier one.

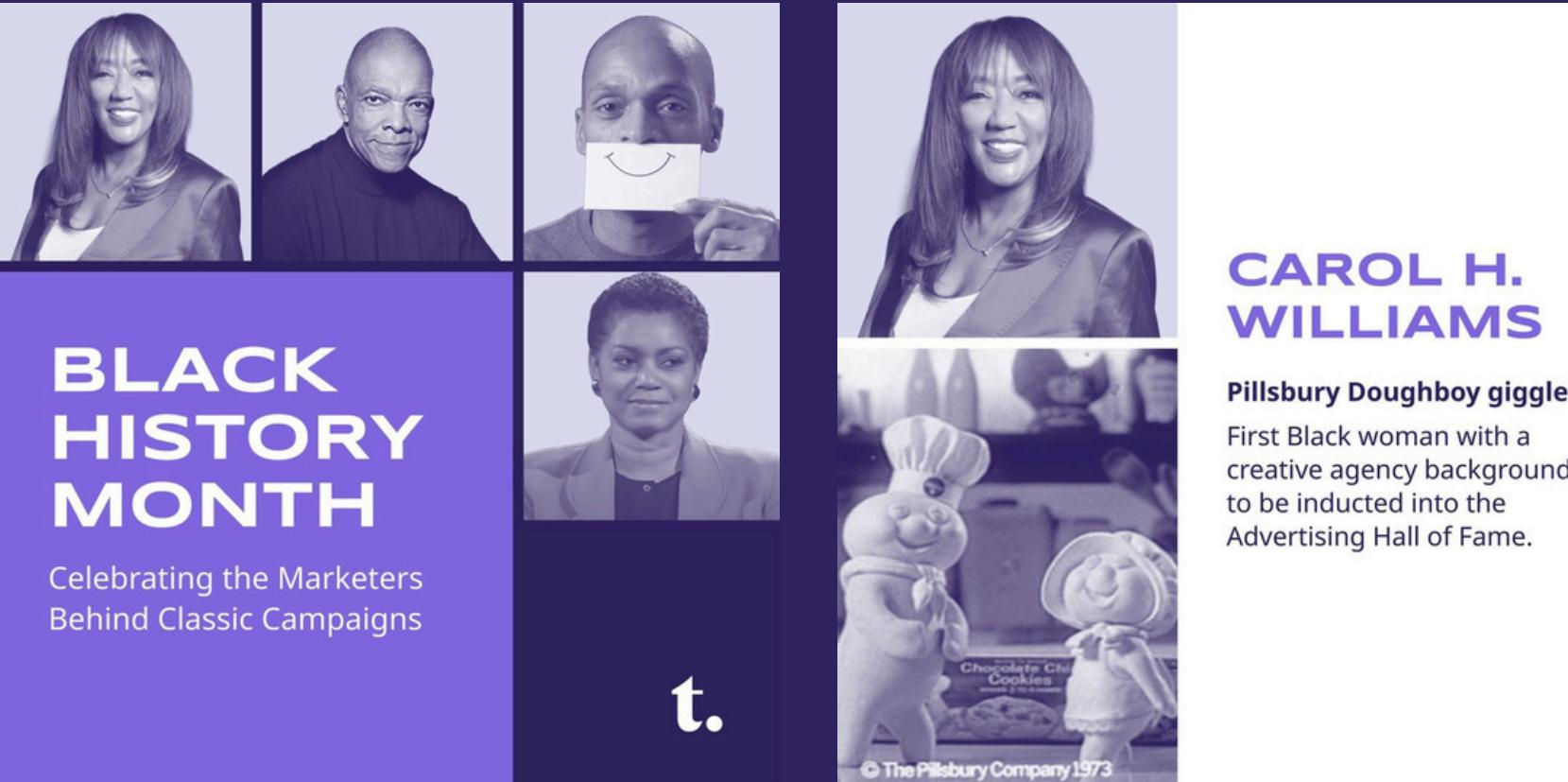
As Social Media Manager, I created concepts for several holiday and promotional videos and pieces of content. My three favorites were collaborations with our graphics department for a Halloween video, a downloadable Super Bowl Bingo game, and a new animation for Tier One's 20<sup>th</sup> anniversary.



[Halloween Video](#)  
[Tier One 20th Video](#)  
[Super Bowl Bingo](#)

# tier one.

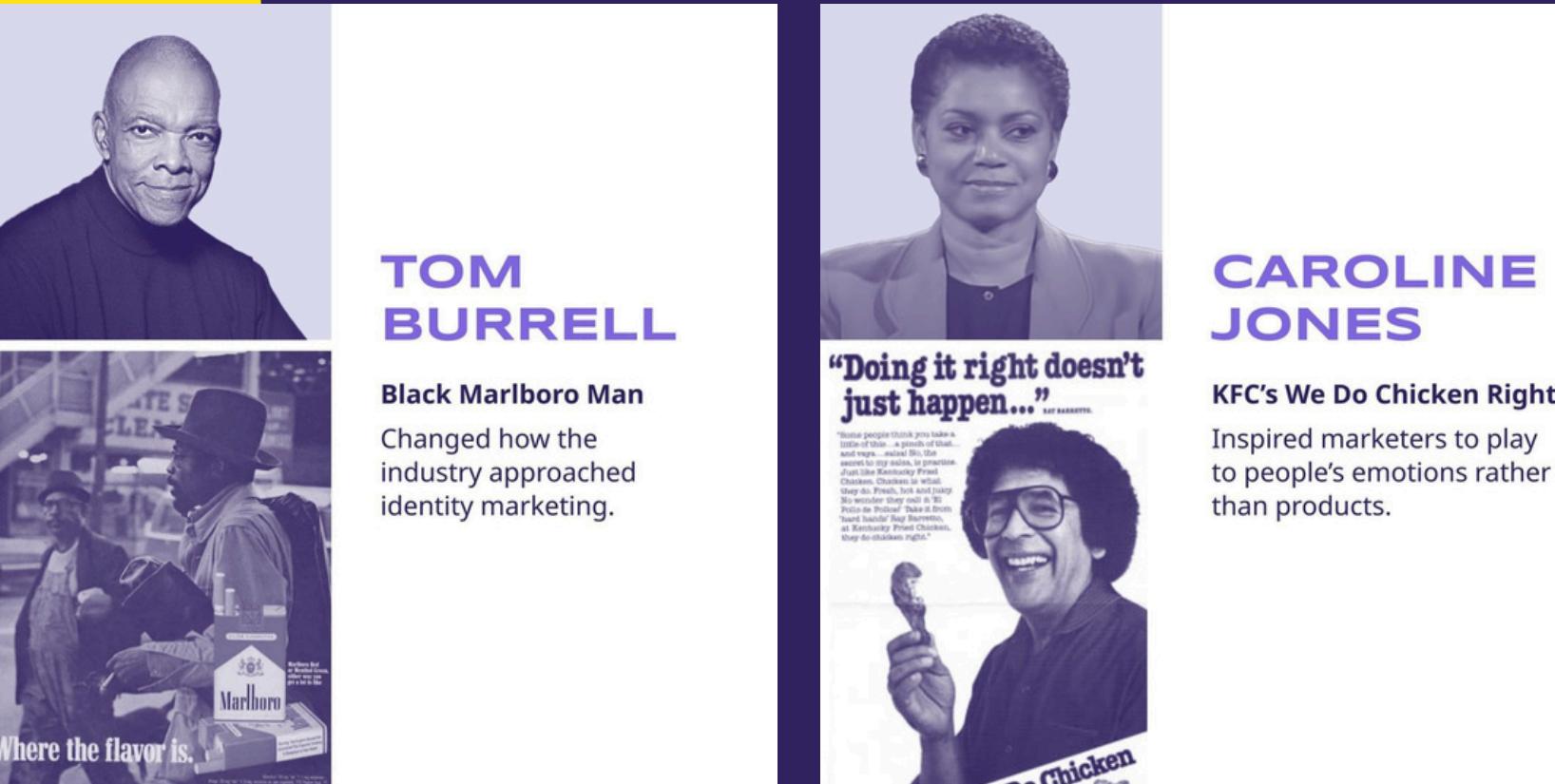
My job also included writing and research for both our social profiles, client curated content, blogs, and weekly newsletters. I was able to help our newsletter's open rate increase by 45% through testing, audits, and content changes.



**CAROL H. WILLIAMS**

**Pillsbury Doughboy giggle**

First Black woman with a creative agency background to be inducted into the Advertising Hall of Fame.



**TOM BURRELL**

**Black Marlboro Man**

Changed how the industry approached identity marketing.



**CAROLINE JONES**

**KFC's We Do Chicken Right**

Inspired marketers to play to people's emotions rather than products.



**WHAT LIT US UP**

**GREEN DAY**  
**'SAVIORS'**  
**GLOBAL LISTENING EVENT**

**JAN 13TH**

Source: AllEvents

## Boulevard of Album Streams

Green Day lovers are about to have the time of their life.

The veteran punk band has chosen local record stores worldwide to host [free listening parties](#) for its newest album, "Saviors." This will be an opportunity for fans to come together and hear the album a week before its release, along with the chance to win special prizes and giveaways.

These pop-up events are the band's latest move in a marketing strategy tailored skinny-jeans snug to Green Day's core values. The promotions focus on paying respects to the band's rough-edged roots, curating innovative experiences, and prioritizing the fans who took the trio from playing basements to sold-out arenas.

The all-out promo plan balances digital strategy with vintage marketing tricks, throwing it back to the band's 90s debut. On the digital side, the band launched a cryptic website that teased the album's first single.

TheAmericanDreamisKillingMe.com featured a video of [Billie Joe Armstrong hitting the snooze button](#) and let users sign up for a single release "Wake Up Call." Green Day's Instagram and TikTok accounts are also filled with candid, [behind-the-scenes footage](#) so followers can see a more personal side of the musicians.

The group is also paying homage to its low-tech genesis by hosting its listening parties at indie record shops, releasing a line of [limited-edition vinyl records](#), and playing a [surprise show in a London pub](#) for a small group of devotees.

This album launch shows that even when your band hits platinum status, marketing strategies that stay true to your roots and invest in your audience will keep fans coming back. (We've got fans of nearly 20 years at Tier One, so we'll see you at the listening parties!)

**TL;DR:** Green Day's marketing for its newest album pays tribute to the band's roots and prioritizes giving back to fans — a strategy brands can use to demonstrate core values and strengthen audience relationships.

**Black History Month**

**The Spark Newsletter**

# tier one.

At Tier One, I did pro-bono work for SafePlace International, which provides shelter and resources for LGBTQ+ refugees. I created both graphics and wrote social posts that emphasized the company's goals and brought their voice to life.



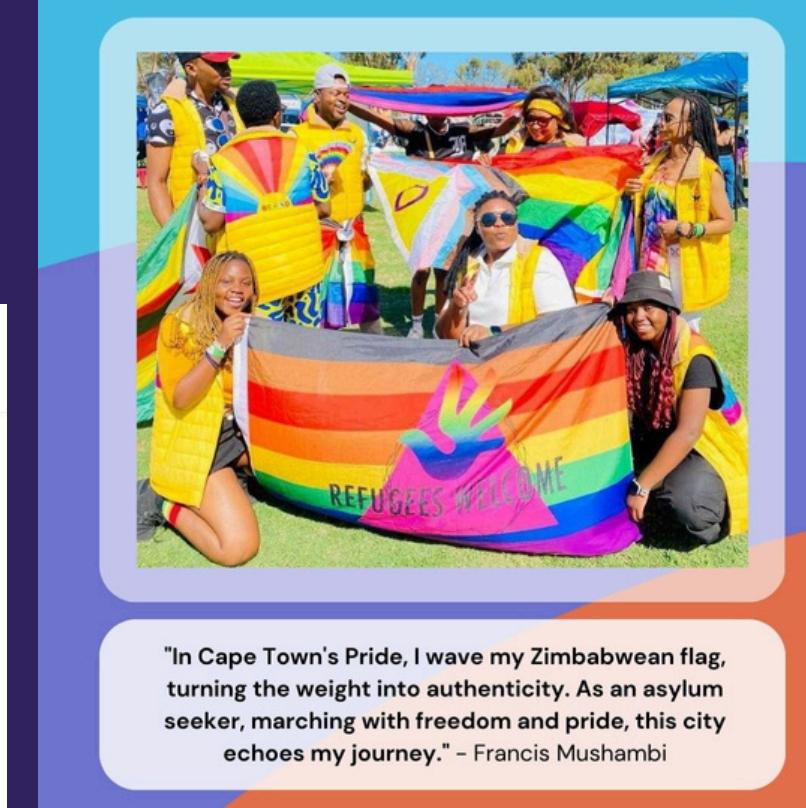
**News Update**  
**Ghana Passes Dangerous Anti-LGBTQ Law**  
  
"The impact of this bill on queer families is likely to be devastating as it further marginalizes and ostracizes them from society, putting their safety and even their lives at risk.  
  
It's a stark reminder of the ongoing challenges and threats faced by queer communities worldwide and underscores the urgent need for solidarity, advocacy, and support to protect the rights of all individuals regardless of sexual orientation or gender identity."  
  
- GRACIOUS  
SAFEPLACE INTERNATIONAL  
COMMUNITY ENGAGEMENT MANAGER



**safeplaceintl**  
Ghana

**safeplaceintl** Our Ghanaian friends and loved ones suffered a devastating blow yesterday.  
  
Ghana's parliament has passed a bill that makes identifying as LGBTQ+ illegal, which could result in up to three years in prison. Creating or funding LGBTQ+ organizations could also lead to a five-year sentence.  
  
Brutal actions like these often lead to violence, as it did when Burundi's President Évariste Ndayishimiye called for the stoning of LGBTQI+ individuals late last year. His words echoed similar calls for violence in Tanzania and Zambia and represent an intolerable assault on human dignity worldwide.  
  
We're grieving with you, Ghana. An attack on one of our communities is an attack on us all, and we will continue to fight for equity and safety in Ghana and beyond.  
  
#StandAgainstHate #QueerLoveHeals #Ghana #GayRights #GayRightsAreHumanRights #TransLivesMatter

3w



**Maggie Lower**  
Board Chair



**MAGGIE LOWER**  
Board Chair

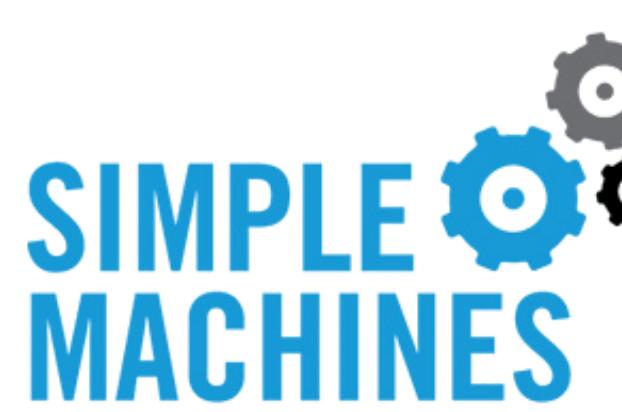
**BRANDON RIKER**  
Board Vice Chair

**SARAH SUMMERALL**  
Board Member

**Meet Our New Board Members!**

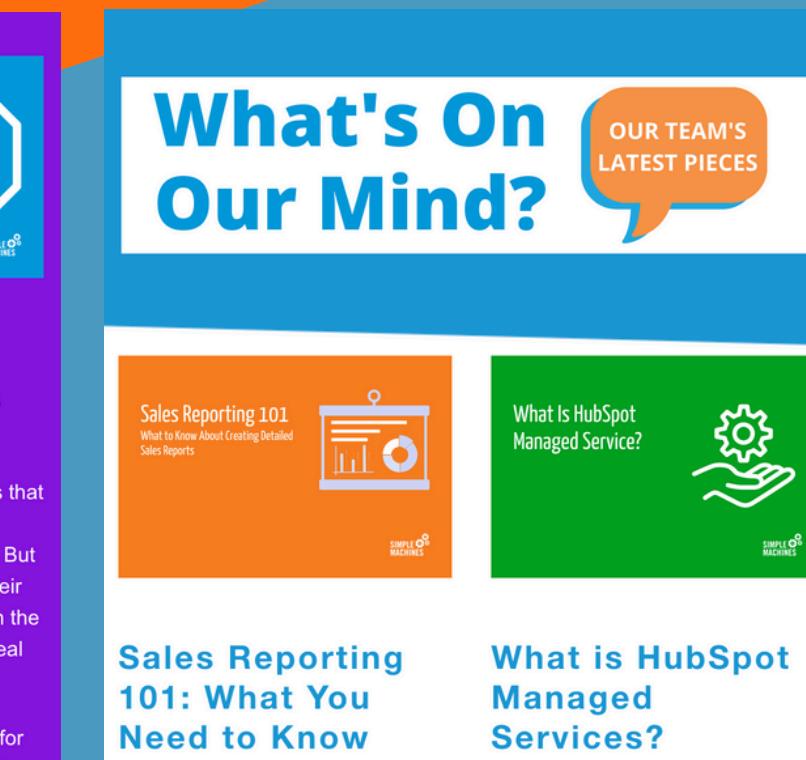
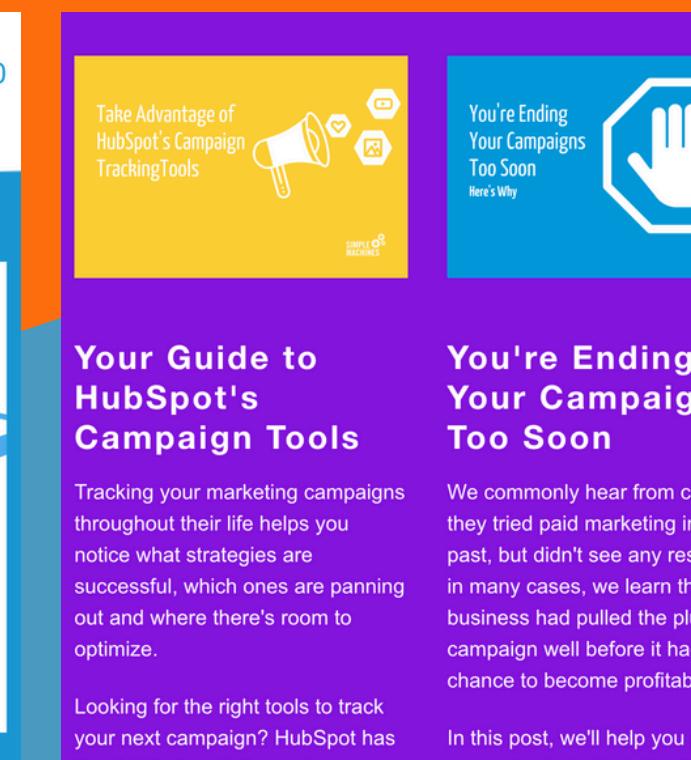


"Holding hands with my kids and marching the streets in Pride was the best. Creating a new world where our kids embrace us as LGBTQ+." - Proud TDA alumni parent marching for love and acceptance at Cape Town Pride



Simple Machines Marketing is a B2B marketing agency that helps technology, manufacturing, and service companies grow faster. They build marketing efficiency with a focus on process, technology, and data insights.

At Simple Machines, I owned our company social media and newsletter content. Each month, I created batches of social posts based on our strategy blogs, free resources, and marketing advice. Our goal for our content was two-fold: for busy, overwhelmed small business owners, we wanted to provide tools and tricks to kick off marketing efforts and help their business grow. And for our mid-level, savvy marketing managers, we had strategy tips, industry trends, and optimization techniques to level up their game.



Meet my favorite clients!

Dalmec North America creates industrial manipulators and material handlers for warehouses and manufacturers.

I worked with Dalmec for five years, writing their blogs bi-monthly, building monthly newsletters, copywriting and scheduling monthly social media, and researching and writing valuable gated content pieces. My three gated content pieces for Dalmec are below, with three of my favorite blog pieces. Additionally, I managed and worked on the creation of a Spanish version of its website.

## Free Resources

- [First Time Buyer's Guide for Industrial Manipulators](#)
- [5 Steps to Optimizing Your Warehouse](#)
- [Industrial Manipulator Glossary](#)

## Warehousing Blogs

- [How to Reduce Burnout During a Job Surplus](#)
- [Future Proofing Your Warehouse: 4 Key Points](#)
- [How to Implement Lean Manufacturing](#)



*Our 3 Key Tips*

Telegärtner, Inc. leads the data voice industry by designing and manufacturing high-quality, custom-engineered connector solutions.



Meet the Cell IQ family.  
4.3-10 | 2.2-5 | 1.5-3.5 | NEX10

The Cell IQ family is designed to take on the ever-increasing demands of mobile communications, **offering maximum power in any size**.

Our durable, reliable products cover the complete spectrum of MCO requirements and can be **customized to fit your unique needs**.

In addition, the new connector series adapts to your needs. Our universal cable jack is suitable for mating with **three different cable plug designs**:

 SCREW     HAND-SCREW     PUSH-PULL

Ready to optimize your mobile communications?

**EXPLORE THE CELL IQ FAMILY**

Despite a smaller retainer, I accomplished a litany of tasks for Telegärtner each month. In addition to running their social media platforms, I also designed and wrote copy for unique email campaigns on new products, trade show exhibitions, and company launches. Additionally, I created estimates, advertisement graphics, and audience lists for their LinkedIn campaigns.



**Discover Telegärtner's New Website**



**saravcosty** Saranormal Activity 🕸️

Edit profile

Promote post

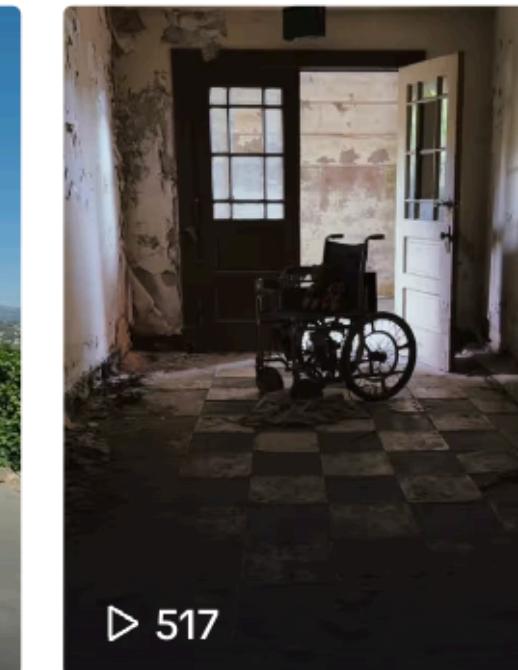
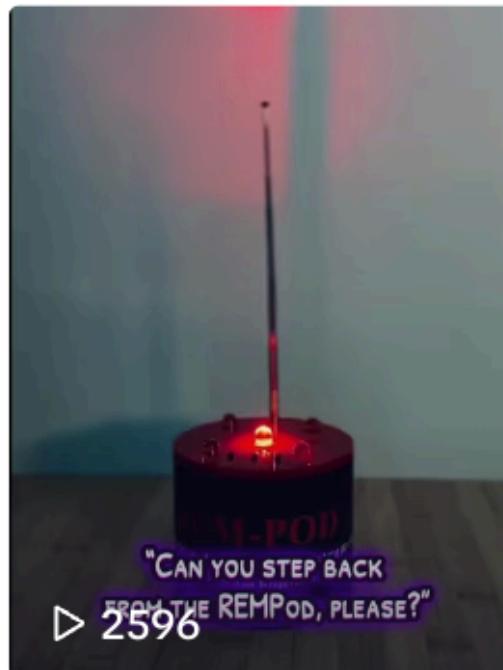
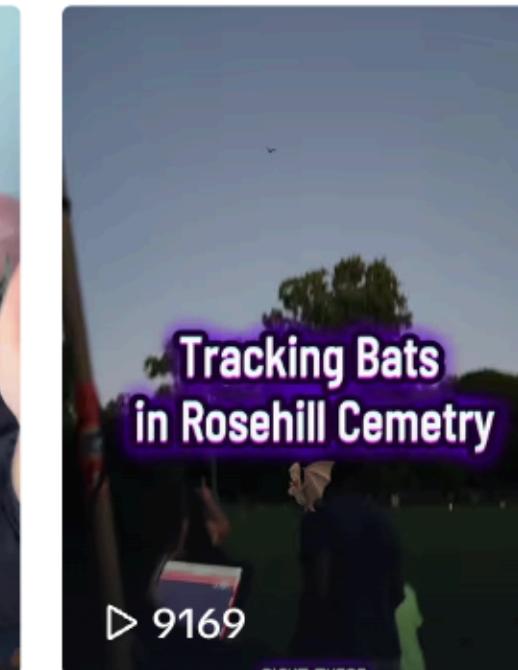
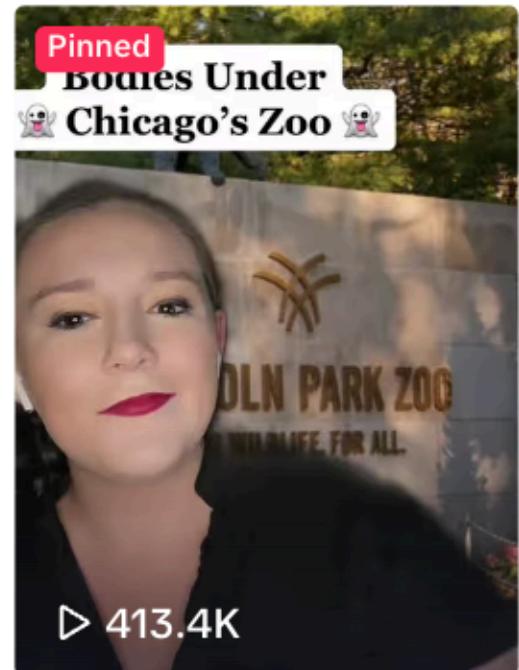


6221 Following 37.5K Followers 938.2K Likes

Thinking about ghosts and jokes.

Find me on YouTube!

Chicago |



On my personal TikTok account, I doubled my follower count within a month by finding a niche in telling ghost stories from the Chicagoland area.

Now, under my brand *Saranormal Activity*, I offer my followers well-researched and well-written stories on the spookiest happenings in our hometown and take suggestions from them to cover the stories they want to hear most.



At Simple Machines, I owned reporting for all of our clients. This involved tracking monthly conversions, finding data sources and how they found our content, tracking SEO keywords and performance, reviewing our monthly content engagement, analyzing our paid campaign success, and more.

To do this, I completed certificate courses for Google Analytics and Google Ads, along with getting in-depth experience tracking analytics through Databox and HubSpot reporting applications.

