

SARAH YOUSIF

MULTI-CHANNEL MARKETING MANAGER

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20+

Years in Marketing

6

National & International Touring Shows

76K+

Followers Grown in 6 Months

311%

Increase in Link Clicks

CORE SKILLS

- Paid Social & Search (Meta, Google Ads)
- Email/CRM & Pipeline Architecture (Klaviyo, HubSpot Sales Pro, Zoho)
- E-commerce (Shopify, WordPress, Squarespace)
- Content & Video (Reels, Capcut, Canva, Adobe)
- Partnerships, Sponsorship & Agency Management
- International B2B Lead Generation
- Pricing Strategy & Revenue Analysis
- Conversion Tracking & Attribution
- Brand Strategy & Rebranding
- Team Leadership

ENTREPRENEURIAL

Owner, Little Mr & Mrs Cheeky — grew an e-commerce brand to 76k+ followers in 6 months, 30% profit growth in year one.

EARLIER CAREER

Marketing Specialist, The Chefs Toolbox (2012–2015)

Marketing & Comms Coordinator, Legend Corporation (2009–2012)

Marketing Coordinator, Jaycar Electronics (2008–2009)

Account Manager, Wilson Marketing Agency (2007–2008)

Marketing Coordinator, RS Components (2003–2007) — 20% increase in client retention

EDUCATION

Bachelor of Business and Commerce: Marketing, University of Western Sydney

PROFILE

Senior multi-channel marketing leader with two decades' experience directing revenue-driving campaigns across live events, hospitality, retail and B2B — from national touring productions to international B2B lead generation. Known for owning strategy end-to-end and translating it into measurable commercial results: ticket sales, occupancy, conversion and audience growth, delivered through paid media, content, partnerships and data-led optimisation.

EXPERIENCE

Marketing Manager, *Laservision Mega Media*

01/2026 – Present | Remote

- Direct the full marketing function across six concurrent touring productions — Aurora Albury, Enchanted Forest Shellharbour, Beyond, Eclipse: In Bloom, Echoes Bella Vista and Hong Kong — owning strategy from audience segmentation through to execution, optimisation and revenue reporting.
- Built a segmented B2B outreach program — EDM and LinkedIn content targeting councils, venue operators, tourism bodies and developers across Australia, NZ, Southeast Asia and the Middle East — and set up the HubSpot Sales Pro pipeline architecture for the B2B sales team.
- Evaluated a \$120K digital marketing pitch from Fever for the Sirromet show and built an alternative precision digital strategy; identified a critical cross-domain Meta conversion tracking issue between the website and ticketing platforms.
- Completed an agency comparison recommending LDE (Local Digital Experts) over Fever, resulting in LDE's engagement under a signed Statement of Work to run paid/earned media for the Eclipse: In Bloom Geelong campaign.
- Developed pricing strategy for the Geelong show using historical attendance data from Aurora Albury and Enchanted Forest, and built a ticketing trend analysis tool used across multiple shows.
- Lead simultaneous multi-show campaigns across social, radio, press, email, influencer and partnerships.
- Secured paid radio partnerships with Nova 106.9 and 4BC; built tiered sponsorship proposals with partners including Crowne Plaza Geelong, SeaLink North Stradbroke Island and QLD Touch Football Association.

Marketing Specialist (Contract), *Byron Beef Jerky*

08/2025 – 12/2025 | Bangalow, NSW

- Designed and launched email campaigns that delivered a 50% increase in online orders.
- Directed paid Meta Ads and organic social strategy across Instagram, Facebook and TikTok, growing online sales.

- Led a full brand rebrand in Canva to align with Woolworths & Coles retail presence, supporting national retail rollout.

Senior Marketing Consultant (Contract), DNS Specialist Services

02/2024 – 08/2024 | Brisbane & Remote

- Owned full-suite marketing strategy and execution for a portfolio of hospitality clients across digital, social, content and loyalty channels.
- Led and mentored a marketing team, holding the bar on consistent, on-brand execution across every deliverable.
- Drove ROI through performance marketing, using campaign data and competitor analysis to continuously identify growth opportunities.

Senior Marketing Professional (Freelance), Various Clients

2020 – 2024 | Australia & Remote

- The Bower Byron Bay: lifted winter occupancy from under 30% to 66%, grew email click-throughs to 1.66%, and drove a 311% increase in link clicks through original reels and stories.
- Bright Track Marketing: directed 4 client accounts spanning content, paid ads and WordPress; introduced AI chatbots to strengthen client communication.
- Kitchen Collective, Camp Poe & Brandalism: built Klaviyo programs that exceeded industry benchmarks and paid media campaigns that achieved 100% engagement growth within 60 days.

Regional Marketing Officer, Sydney Catholic Schools

2018 – 2020 | Sydney, NSW

- Directed marketing strategy for 11 priority schools, lifting enrolment and brand awareness region-wide.
- Led a team of two on a social media implementation campaign that boosted engagement by 50%.