



SARAH JARR

Off Your Plate, LLC

Project Management | Marketing | Communications
Special Events | Corporate Communications
Employee Engagement | Public Relations

CONTACT

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EDUCATION

BACHELOR OF BUSINESS: HUMAN RESOURCES & MARKETING

1995
University of WI-Milwaukee

REFERENCES

Mary Hauser
Executive Director
Plymouth Chamber of Commerce
maryhauser@plymouthwisconsin.com

Beth Bouck
Director - Fixtures Marketing
Kohler Co.
beth.bouck@kohler.com

Jeff Buser
Vice President & Co-Owner
Otter Creek Landscape and The
Wreath Factory
jeff@wreathfactoryonline.com

ABOUT

I am a highly motivated, organized professional with over 20 years of marketing and communications experience, with a track record of creating and implementing successful new product launches. I am passionate about project management within a fast-paced environment, ensuring projects are delivered to the highest quality and on budget. I have broad experience in coordinating diverse teams, delivering impactful presentations, and building creative marketing campaigns.

EXPERIENCE

OWNER

Off Your Plate, LLC | Sept 2019 - Present

- Marketing, content creation, communications, and event planning services for small businesses designed to build awareness, reputation, trust, and sales
- Lead Kitchen & Bath Global Naming for Kohler Co. to include product, services, and technologies (contract position)

CHANNEL MANAGER - CROSS CHANNEL STRATEGIES (Contract Position)

Kohler Co. | Mar 2017 - Sept 2019

- Developed omni-channel marketing campaigns for new product launches
- Led KOHLER Naming Committee, working with Legal and Executive Leadership on naming all new Kitchen and Bath products

CORPORATE COMMUNICATIONS MANAGER

Masters Gallery Foods, Inc. | Sept 2015 - Dec 2016

- Created and managed a comprehensive marketing and communications program including website, photography, literature, video and social media
- Developed employee giving program, MGF Gives Back
- Created and wrote internal communications including bi-weekly employee newsletter

CHANNEL MANAGER - FAUCETS MARKETING ASSOCIATE PRODUCT MANAGER - FAUCETS MARKETING SR. COMMUNICATIONS SPECIALIST

Kohler Co. | Sept 1999 - Aug 2015

- Developed and launched integrated, multi-channel print, digital and social marketing campaigns for new product launches with consistent messaging and creative architecture that was on brand and supported business financial goals
- Led annual campaign and executed rolling 12-month calendar of marketing activities in support of KOHLER Faucets strategic plan to include appropriate mix of advertising, promotional, direct marketing, social media and web-related initiatives
- Cross functional leader with teams as large as 30 people