



# SARAH JARR

Off Your Plate, LLC

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

## CONTACT

✉ sjarr5@gmail.com

(920) 892.7043 Home  
(920) 918.0619 Cell

🏠 N7230 County Road J  
Plymouth, WI 53073

## EDUCATION

### **BACHELOR OF BUSINESS: HUMAN RESOURCES & MARKETING**

1995

University of WI-Milwaukee

## REFERENCES

**Betsy Froelich**  
Sr. Channel Manager  
Kohler Co.  
elizabeth.froelich@kohler.com

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

**Nicole Allis**  
Marketing Manager  
Kohler Co.  
nicole.allis@kohler.com

**Vicky Schneider**  
Director - Senior Services  
City of Sheboygan, WI  
Vicky.Schneider@sheboyganwi.gov

## ABOUT

I am a highly motivated 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.

## CORE COMPETENCIES

Social Media Content Management  
Channel Growth  
Product Launches  
Public Speaking

Team Player  
Organized  
Excellent Attention to Detail  
Reliable & Professional

## 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

### **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