

Sarah Edge

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Seasoned brand marketing expert, skilled at creative ops management, social growth, and event strategy.

EXPERIENCE

Senior Brand Strategy Advisor | SOV Advertising - Freelance | September 2025 - Present

- Develops and advises on creative ops strategy, community approach, and external partner roadmaps.
- Analyzes competitor and industry trends, providing optimization, forecasting, and actionable insights.
- Advises on traffic and conversion goals for email, SMS and retention campaigns.
- Identifies event opportunities for growth and market presence.
- Collaborates with in-house team to produce compelling high-impact copy.

Brand Strategy Consultant | VoyceMe - Freelance | March - April 2025

- Leads marketing audit and developed a tiered content strategy using social, audience, and focus group data.
- Delivers campaign plan with KPIs, budget guidance for optimal ROAS, and GTM recommendations for upcoming product launch.
- Unifies cross-functional teams to align strategy across earned, paid, and owned media.

Senior Social Media Manager | VIZ Media | SAN FRANCISCO, CA | December 2020 - January 2025

- Led social and brand strategy for globally recognized IP, *Naruto*, *BLEACH*, plus 30 monthly published titles, driving growth, product launches, and high-impact consumer engagement.
- Developed core social strategy, connecting earned, owned, and paid media.
- Spearheaded the GTM social strategy for VIZ Media's manga app resulting in #1 Comics ranking in iOS / Android week of launch.
- Lead teams of 3-6 direct reports and was point of contact for multiple agency projects.
- Scaled flagship social channels by **225%+** (X from 400K → 1.3M), launched Threads (100K), grew TikTok (+350K), grew YouTube (+300K), grew Instagram (+100K).
- Guided strategy for \$50–120K/month paid media, increasing KPIs (landing page views, app installs) through creative operations management and cross-platform messaging.
- Built IP-led campaigns that amplified consumer response and positioned new publishing titles for merchandising success.
- Project lead on CPG social strategy and Customer Retention Acquisition initiatives.
- Created GTM social strategy for VIZ Media's quarterly CPG drop, the Shonen Jump store; efforts were instrumental in selling out products within a week of launch and driving up newsletter sign-ups by 114%.

- Collaborated cross-functionally with Licensing, Localization, Product, CPG, and Editorial teams to ensure brand consistency across global marketing efforts.
- Project lead on content marketing and overseeing team coordination on licensor relationships, asset development, approvals, strategy pitch, and social calendar / publishing timeline.
- Coordinated interdepartmentally across different stakeholders, both regionally and internationally, to select and monitor KPIs, goals, and priorities.
- Amplified event-driven engagement by leveraging real-time social coverage, interactive fan experiences, and multimedia content distribution during flagship conventions and tradeshow exhibits.

Notable IPs I worked on: *Naruto, BLEACH, One Piece, Jujutsu Kaisen, Demon Slayer: Kimetsu no Yaiba, Junji Ito*

Notable IPs I launched: *BLEACH: Thousand-Year Blood War, Zom 100, Frieren, Rooster Fighter, Call of the Night*

Notable products I launched: VIZ Manga, the Shonen Jump store

Marketing Manager | CJ 4DPLEX | LOS ANGELES, CA | November 2017 - May 2020

- Drove marketing strategy and execution for CJ's 4DX and ScreenX premium cinema formats, expanding brand presence, engagement, and foot traffic across the US/LATAM markets.
- Designated point of contact for marketing communication between all exhibitor and studio partners.
- Responsible for strategy pitch, asset development and approvals, agency coordination, and project timelines.
- Led high-impact digital and OOH marketing efforts for marquee film releases, crafting campaigns that emphasized immersive experiences and differentiated 4DX/ScreenX from traditional formats.
- Pioneered the first-ever theatrical anime screenings in 4DX in the US through strategic partnership with GKIDS and Bandai Namco, opening a new revenue stream.
- Developed and executed 30+ influencer-driven and digital campaigns that significantly increased theater attendance and premium format adoption, notably boosting *The Meg* 4DX experience and driving *Birds of Prey* in ScreenX to outperform competing formats.
- Amplified awareness of premium theatrical technology at key trade shows globally through interactive exhibits, email newsletter blasts, PR coordination, and real-time event coverage across digital channels.
- Streamlined cross-functional communication between in-house, PR, and agencies.

Notable film studio partners: Disney, Lionsgate, Sony, Universal, Warner Bros

Notable exhibitor partners: Regal Cinemas, B&B Cinemas, CGV Cinemas, Marcus Cinemas, Cinépolis

Notable IPs I worked on: *Star Wars, Marvel titles (Avengers, Spider-Man, Black Widow, Deadpool), Frozen*

Community Manager, *Summoners War* | Com2uS USA | LOS ANGELES, CA | July 2017 - November 2017

- Led email marketing campaigns and community engagement for top-ranked MMORPG *Summoners War* on Android and iOS, driving customer loyalty and retention.

- Managed brand partnerships and offsite events to boost awareness and expand community reach.
- Coordinated cross-platform social campaigns.

English Consultant | Virmedco | SEOUL, KOREA | September 2014 - March 2017

- Oversaw Virmedco's 1:1 executive English consultation program with C-suite clients across major companies (Coupang, Naver, etc.).
- Amplified Virmedco's efforts through monthly email newsletter blasts, daily and weekly updates across digital channels.
- Drove brand awareness through regional grassroots event activations.
- Developed branding for virtual webinars, in-house events, and ongoing keynotes.
- Seeded loyalty through extensive customer retention acquisition tracking, database, and relationship building.


Marketing Communications Lead | Green Tea Graffiti | SEOUL, KOREA | February 2013 - July 2015


- Served as the primary liaison between publicity and events.
- Organized logistics that spanned communication with publicity, securing event coverage, calendar maintenance and schedules.
- Crafted and communicated editorial calendar across global time zones to larger teams.

SKILLSET


 Google Analytics, Salesforce, HubSpot, Tableau

 Asana, Monday, Slack, Wrike, ClickUp, Trello

 Sprout Social, Sprinklr, Hootsuite, Buffer, Pixlee

 Adobe Photoshop, Premiere Pro, CapCut

 Intermediate conversational skills in Spanish, Portuguese | Beginner-Intermediate in 한국어, 日本語

 Skilled in leveraging AI-powered tools for content creation and marketing automation

CERTIFICATIONS

Certified Digital Marketing Professional (CDMP), Digital Marketing Institute

HubSpot Content Marketing Certification

EDUCATION

Bachelor's Degree (B.A.), Communication | California State University San Marcos | San Marcos, CA | 2012