

# SARAH BROWN

## Marketing & communications manager

I'm a seasoned and perfectly bilingual marketing, communications, and media relations professional with strong storytelling skills and a knack for deciphering technical products and concepts. I'm adept at building solid relationships with media and industry stakeholders and at ease with many topics including data science, business strategy, innovation, and sustainability.



## CONTACT

Paris, France  
+33 6 59 18 81 90  
[sar.brwn@gmail.com](mailto:sar.brwn@gmail.com)

## STRENGTHS

Project management  
Media Relations  
Editorial strategy  
Brand strategy  
Social media strategy  
Content marketing  
Email marketing  
Digital campaigns  
SEO  
Video & podcast production  
Scientific communication

## TOOLS

Google Analytics  
Google search console  
Adobe suite  
SEO writing assistant  
Salesforce/Pardot  
Web design tools

## WEBSITE

[TheDistilleryCommunications.com](http://TheDistilleryCommunications.com)

## EXPERIENCE

### FREELANCE CONSULTANT

#### **The Distillery**

2023 - Present

I distill complex ideas into concise, engaging, and impactful communications and marketing campaigns. My principle client is the OECD, for whom I've developed content on complex international policy issues including responsible business conduct in the extractions industries.

### CAMPAIGNS MANAGER

#### **Mazars**

2021 - 2022

I led global corporate communications, including production of the global yearbooks and sustainability reports. I also led content strategy for global marketing teams, including the development of original research projects [The race to data maturity](#) and [The Mazars C-suite barometer](#).

## EDUCATION

Executive Master's Degree,  
digital marketing management

#### **ESSEC Executive Education**

2017 - 2019

Thesis: Thought leadership in content marketing: impacts in the marketing funnel

### CONTENT MANAGER

#### **Sodexo**

2019 - 2021

I led global internal and external communications on all of Sodexo's digital and innovation topics, including robotization and automation, efficiency, and data analytics, as well as partnerships with start-ups. I also developed digital marketing strategies on these topics to engage with clients and prospects.

### COMMUNICATIONS MANAGER

#### **ESSEC Business School**

2012 - 2019

I piloted communications and media relations strategies to support ESSEC's brand positioning as an international leader in business research, launching the web platform [ESSEC Knowledge](#) and driving content development with over 90 academics.

>additional experience and information at [LinkedIn.com](https://www.linkedin.com/in/sarahbrown/)

Master's Degree,  
international affairs

#### **Université Paris-Sorbonne**

2006 - 2008

Thesis: Media, public opinion, and French European policy (\*first-class honors)