

Sarah Matheny

COMMUNICATIONS
STRATEGY & CREATIVE

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EXPERTISE

FUNCTIONAL

Brand Marketing
Content Development
Communications Strategy
Creative Direction
Event Planning & Programming
Media/Analyst Relations

SUBJECT MATTER

Consumer Electronics
Design & Product Development
Interiors & Built Environments
Mobility & Transportation
Technology & Innovation
Travel & Hospitality

HARD SKILLS

Analytics
Automation
CMS
Copywriting/Editing
Microsoft 365/iWork
Project Management
Research & Analysis
SEO

EDUCATION

PORTLAND STATE UNIVERSITY
2000-2004
Bachelor of Science,
Arts & Letters

EXPERIENCE

BRAND COMMUNICATIONS DIRECTOR

TEAGUE | 2007-PRESENT

Responsible for communications and public relations, go-to-market strategies and implementation plans, buyer and competitive insights, and brand management.

- Delivers communications strategies that build and protect brand/reputation.
- Owns positioning and messaging frameworks, value propositions, and overarching narratives across creative studios and business units.
- Drives awareness through omnichannel campaigns; project ownership through strategy, execution, and implementation.
- Collaborates with clients including Microsoft, Boeing, Ford, Emirates Airline, Intel, Starbucks, Toyota, Samsung, and Google to develop compelling stories and communications strategies for PR and brand marketing.
- Develops brand strategies; identifies and shapes key pillars and reasons to believe bringing the brand to life and connecting it to key corporate metrics; unifies brand identity across the customer experience.
- Directs brand marketing activities across the funnel, including research, CX design, brand strategy, digital strategy, marketing planning, and reporting.
- Manages internal/external creative partners to deliver brand and product marketing assets including video, photography, print, and digital content.

PUBLIC RELATIONS & BRAND STRATEGY CONSULTANT

THE WALT DISNEY COMPANY | 2008-2009

Led brand and communications strategy, programs, tactics, and supporting materials to drive brand awareness and traffic, as well as developing and strengthening relationships with key journalists, bloggers, and influencers.

- Determined strategic and opportunistic PR initiatives, events and conferences, and developed programs that increased brand exposure.
- Delivered vision, energy, and ideas that shaped and accelerated brand positioning and voice.
- Developed messaging playbooks and presentations to ensure consistency across communication channels and touchpoints.

SENIOR ACCOUNT EXECUTIVE

DUO PUBLIC RELATIONS | 2005-2007

Responsible for public relations strategy and tactical planning, media and analyst relations, messaging development, events, and customer testimonial programs for key client accounts including Expedia, Microsoft, and Kimpton Hotels.

- Served as day-to-day client contact, including a leadership role in executing deliverables of long-term communications strategies and plans.
- Contributed to campaign development activities, including target audience analysis, messaging, and market research for client initiatives.
- Composed written materials, including press releases, FAQs, pitches, media alerts, Q&As, and more.
- Provided strategic counsel to senior business leaders and teams across client portfolios, including media training, messaging platform development, presentation creation, and internal communications.

PUBLIC RELATIONS & BRAND MANAGER

THREE BY THREE INC. | 2004-2005

Led communications strategy including product launches, placements news announcements, and review programs. Supported tradeshow planning and logistics, merchandising, and customer interactions across the U.S. and Europe.

- Developed and lead global marketing strategy and tactics across all owned, earned, and paid channels.
- Composed brand-centric materials including press releases, FAQs, key messages, speaking points, quotes, Q&A, fact sheets, and product narratives.
- Defined global tradeshow and customer events strategy; aligned events to marketing priorities, identified impactful business goals, ensured effective brand representation, and delivered a tangible return on investment.