

# Sarah Hubbard

SHE / HER / HERS



Boulder, CO • [www.goodandpartners.com](http://www.goodandpartners.com)  
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My career history is a mix of marketing strategy, creative direction, public relations, and brand messaging but at the root of it all is successful collaboration. I now specialize in brand strategy — helping organizations dig deep into the heart of their mission, craft compelling messaging, and creative assets to drive audiences to action.

## SKILLS

Brand & Messaging Consulting  
Marketing Strategy  
Video/Print Asset Creation  
Philanthropic Strategy  
Website Strategy  
Project Management  
Professional Consulting

## EDUCATION

Colgate University, 2004  
*Bachelor's Degree, Sociology*

## BEYOND THE JOB

I am a skier, biker, hiker, budding fisher-woman, world traveler, recovering Kansan, and podcast addict.

### *Fun Fact:*

My great-grandfather is credited with inventing the football huddle.

## EXPERIENCE

### *Founder*

*January 2017 – Present*

GOOD & PARTNERS • Boulder, CO

Founded marketing consultancy specializing in helping mission-minded organizations of all sizes create innovative marketing strategies that suit their evolving needs, bandwidth and budgets. I also collaborate with a small family of amazing creatives and contractors who can be combined to create custom teams to deliver compelling print, digital or video assets, and identity work. I also partner and serve as a Senior Strategist with national agencies Mission Minded and Waypoint Creative.

#### *Past and current clients include:*

Nurse-Family Partnership, Invest in Kids, Minds Matter, Delta Dental of Colorado Foundation, 5Point Film, University of Denver, Project X-ITE, Luminary Retreats, Adventure Nannies, Escape Campervans, Send It Foundation, Aldea Child and Family Services, La Scuola International School, among many others

#### *Services include:*

- Brand Story & Creative Consulting
- Marketing & Messaging Strategy
- Video, Print, Digital Asset Creation
- Website Strategy
- Philanthropic Strategy
- Professional Coaching

### *Director of Marketing*

*June 2013 – October 2016*

FIRST DESCENTS • Denver, CO

Served as strategic leader on all marketing, brand, and creative initiatives for leading non-profit serving young adults (18-39) impacted by cancer. Managed all corporate partnerships, large-scale fundraising events, video/photo/print asset creation, public relations, and publishing of independent print magazine.

- Responsible for creating and maintaining the integrity of the organization's brand across these key areas: visual, messaging, mass communication, online, print collateral, event experiences, social media, PR, brand presentations and apparel.
- Created relationships with the largest collection of corporate partners in the organization's history, driving over \$200,000 in revenue and in-kind donations.

## LESSONS LEARNED ALONG THE WAY

I believe every job teaches us something.

Any company that minimizes the importance of toppings is just not for me.

*As a TCBY Frozen Yogurt Artist, I almost got fired for quadrupling my sprinkle quota per customer. The smiles were well worth it.*

Getting your hands dirty is the best way to use your hands.

*During college, I led dozens of backpacking trips for incoming freshmen annually, taught two outdoor classes per semester including ice climbing, survival, backcountry cooking and leadership training for students and faculty.*

Everyone deserves kindness and respect, especially those people serving you. They do not, however, deserve to be handed your gum. Ever.

*At the Alpenhof Hotel in Jackson Hole, Wyoming, I spent six days a week wearing an Austrian sweater and eating turn-down service Andes mints while ensuring that guests had an exceptional experience.*

- Drove full-scale rebranding of the organization from website development to video production and experiential fundraising event ideation.
- Creative direction and publication of branded print magazine.
- Managed all fundraising events for the organization including 400+ person gala annually, driving 25% of organizational revenue.
- Managed in-house Marketing Manager as well as 10+ contract agencies and individuals.

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### Senior Account Manager

April 2007 – June 2013

BACKBONE MEDIA • Carbondale/Denver, CO & Jackson, WY

Served as lead Public Relations Account Manager and marketing strategist for global outdoor and lifestyle brands, including Eddie Bauer, American Pistachio Growers, REVO Sunglasses, and Klean Kanteen. Managed a team of Account Managers across multiple accounts. Consulted on a wide-range of client initiatives, including integrated marketing strategies and branding, advertising creative and placement, dealer communications, and strategic partnerships.

- Led PR efforts for Eddie Bauer for 3+ years, including new product launches, experiential media trips, media showrooms, crisis management, and assisted with marketing strategy for First Ascent brand.
- Led new business acquisition planning and proposals for the agency.
- Created and executed multiple-platform social web campaigns for clients, including management of brand profiles, content creation, engagement, contest implementation, promotions and initiatives.
- Managed full design, development and management of Facebook applications for REI, The North Face, Eddie Bauer along with 30+ other client applications.
- Polartec Made Possible Challenge application received award nominations for PR Daily's Digital PR and Social Media Awards as well as the Outdoor Industry Best Digital Campaign Award.
- Oversaw Polartec global Facebook team, including agencies in 10 countries.
- Founded Jackson, WY and Denver, CO offices.

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### Editorial Intern

October 2006 – March 2007

OUTSIDE MAGAZINE • Santa Fe, NM

Fact checked full magazine monthly, working with dozens of PR teams and top industry writers as well as wrote weekly stories for Outside Online.