

Tricia Sauls

Communications, Design, And Strategy Leader

Communications, Design, and Strategy Leader with extensive expertise in digital marketing, member engagement, and event execution. Demonstrated success in driving organizational growth, leading digital transformation, and establishing strategic partnerships. Passionate about leveraging innovative solutions to streamline operations and enhance member experiences.



Work Experience

Executive Director & Communications Strategist (JULY 2020 - JUN 2024)

Automotive Service and Tire Alliance, Raleigh, NC

- Spearheaded organizational growth and member advocacy, managing a staff of 4, board of directors, contractors and volunteer team
- Orchestrated annual 3-day training event for 1000+ attendees and 20+ networking events yearly
- Planned and executed 24 yearly member events, networking socials, training classes and board meetings across North Carolina
- Developed and managed annual and individual event budgets, ensuring fiscal responsibility and resource optimization
- Led digital transformation initiatives, implementing CRM and event management software to streamline operations
- Established and maintained partnerships with educational institutions to support state-wide apprenticeship programs
- Mentored staff and volunteers, enhancing team performance and professional growth

Marketing, Events & Content Strategy Director (NOV 2015 - JUN 2020)

Automotive Service and Tire Alliance, Raleigh, NC

- Boosted event attendance by 925%, growing from 75 to 1000 attendees
- Expanded social media reach to 6.7K followers, analyzing engagement metrics for growth
- Directed rebranding efforts, aligning organizational image with strategic goals, boosting brand recognition by 50%

Marketing and Communications Director (DEC 2011 - NOV 2015)

Unity of the Triangle, Raleigh, NC

- Implemented data-driven marketing strategies, doubling email open and click-through rates
- Optimized PPC advertising campaigns, improving ROI by up to 150%
- Spearheaded successful \$1,000,000+ capital campaign, orchestrating all aspects from strategy to execution for new building funding

Contact Me

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View My Work

www.triciasauls.com

Skills

- Strategic Leadership
- Digital Marketing
- Graphic Design
- Creative Problem Solving
- Innovative Design Solutions
- Board Relations
- Event Planning
- Event Execution
- Social Media Strategies
- Budget Management
- Financial Planning
- Member Engagement
- Volunteer Engagement
- Communications
- Legislative Monitoring
- Advocacy
- Staff Management
- Volunteer Management
- Public Speaking
- Community Outreach

Technical Skills

CRM & Event Management

- Cvent
- Bizzabo
- Eventdex
- Glue Up
- Salesforce
- GrowthZone
- Eventbrite

General Admin

- Microsoft Office (Teams, Word, Excel, PowerPoint, Outlook)
- Google Workspace
- Adobe Acrobat Pro
- Slack

Design and Publishing

- Adobe Creative Suite (Photoshop, InDesign, Illustrator)
- Canva
- CapCut
- TikTok Studio
- iMovie

Analytics & SEO

- Google Analytics
- Google AdWords
- SEMrush

Email Editors

- Constant Contact
- MailChimp
- SEMrush

Web Content Management

- Wordpress and Related Software
- Sharepoint
- Google Sites
- Squarespace

Marketing Automation

- HubSpot
- Salesforce Marketing Cloud
- Constant Contact

Social Media Management

- Meta
- Hootsuite
- Later
- Buffer

AI Platforms

- Chat GPT
- Claude
- Midjourney
- Ideogram