

SARAH-MARIE CLARK

STRATEGIC PROGRAMS EXECUTIVE | PROGRAM OPERATIONS & E-COMMERCE

Marietta, GA • 678.628.2081 • info@sarahmarieclark.com
sarahmarieclark.com • linkedin.com/in/sarah-marie-marketing



EXECUTIVE PROFILE

Programs and e-commerce leader specializing in scalable branded merchandise solutions, enterprise client strategy, cross-functional operations, and profitable B2B/B2C programs. Experienced in developing program standards, leading teams and partners, optimizing fulfillment and technology workflows, and supporting complex RFPs and account growth.

PROFESSIONAL EXPERIENCE

Strategic Programs Executive, US & Canada | Score Promotions

Sep 2024 - Present

- Lead strategic branded merchandise and company-store programs across US and Canadian markets, aligning commercial goals, client experience, technology, inventory, and fulfillment.
- Direct cross-functional program execution with sales, finance, IT, e-commerce, and third-party logistics partners; oversee escalations, launches, transitions, and ongoing account strategy.
- Develop financial and operational program standards, including profitability requirements, inventory management, service models, contract alignment, and portfolio health reviews.
- Guide B2B/B2C e-commerce strategy, merchandise curation, complex proposals, and experiential activations for enterprise clients.
- Identify and drive opportunities for process standardization, reporting visibility, automation, and more scalable program operations.

Programs Director | Brand Fuel

Jun 2023 - Aug 2024

- Created a cross-functional program decision matrix and KPI-based strategies to assess performance and prioritize improvements.
- Partnered with sales on program expansion, reporting, product curation, and RFP opportunities; contributed to wins valued at more than \$2.5M.
- Strengthened supplier partnerships, supporting nearly \$500K in incremental sales; directed national onsite program shopping events.

Corporate Programs Director | The MRL Group

Feb 2022 - Jun 2023

- Established processes, policies, and procedures for a new Corporate Programs department and integrated e-commerce, supplier, and ERP workflows.
- Onboarded and managed 22 inventoried/print-on-demand programs and more than 30 pop-up stores; contributed to RFP wins valued over \$5M.
- Led e-commerce UX, web design, brand refresh, and marketing initiatives.

Owner & Brand Consultant | Sarah Marie Solutions, LLC

Sep 2020 - Jan 2022

- Provided brand, merchandise, website, e-commerce, and marketing consulting for clients across multiple industries.

Branding Consultant & Sales Executive | Jack Nadel International

Mar 2018 - Sep 2020

- Led development of e-commerce merchandise programs totaling over \$2.5M in their first year; oversaw branding and marketing campaigns.

EARLIER EXPERIENCE Sales Executive, Business Innovations, LLC (2017-2018)

INDUSTRY LEADERSHIP Executive Board, Georgia Association of Promotional Product Professionals (2017-2018)

EXPERTISE & CREDENTIALS

B2B/B2C E-commerce • Program Strategy • P&L & Margin Discipline • 3PL & Logistics • RFPs • Product Sourcing
Cross-functional Leadership • Process Improvement • UX & Platform Development • Adobe Creative Suite
PPAI Certified Advertising Specialist (CAS) • Prosci Change Management Methodology

EDUCATION Georgia Southern University, Public Relations • Aveda Institute, Licensed Master Cosmetology