# PPAI Women's LECAL CONTENTS TO CONT



## Building Your Brand with Digital Marketing

Amelia Madl

Vice President of Sales

PromoCorner



Chief Rainmaker

Sock 101



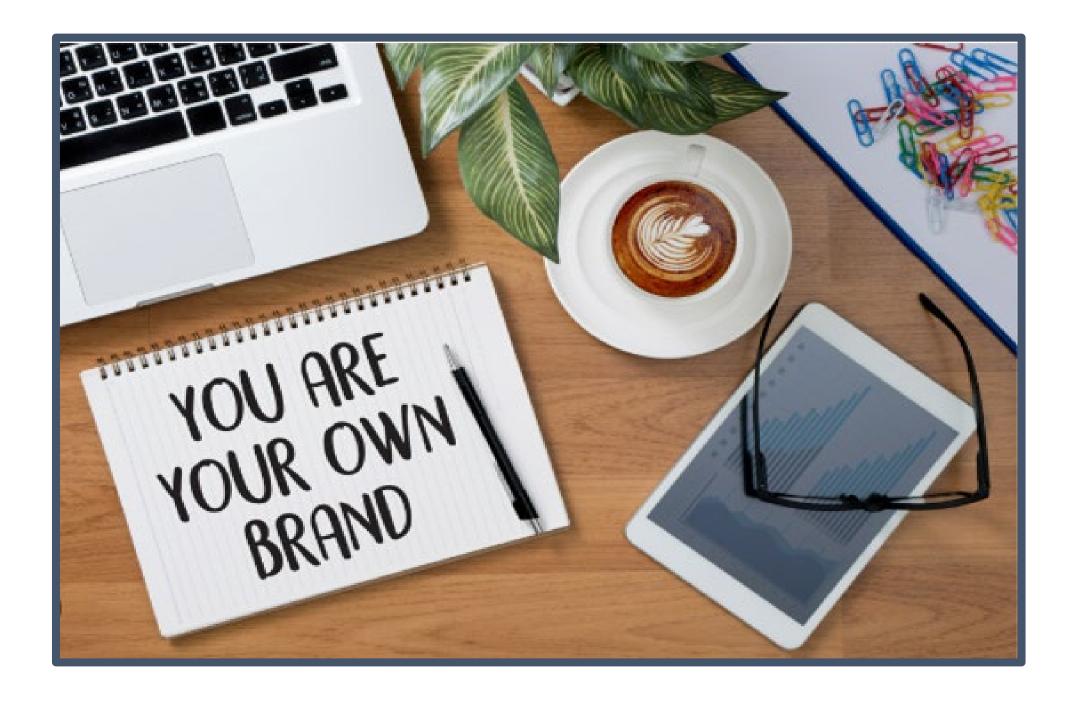
Director of Marketing, Events & Public Relations

**American Solutions for Business** 









## Poll

Do you use social media to look up information on clients, customers, peers and/or businesses

- Yes
- No

### Which platforms do you post on most frequently?

- Facebook
- Instagram
- LinkedIn
- Twitter
- TikTok

# LinkedIn Profile







### Sarah Goshgarian Unruh ●) · 1st

Executive Revenue Leader | Global Sales | Marketing Solutionist | MAS | Speaker | Former Collegiate Athlete | Board Member | Education Advocate | CHIEF | Mom

Dallas-Fort Worth Metroplex · Contact info

1,977 followers · 500+ connections



Jason Nokes, David Shultz, and 235 other mutual connections

**✓** Message

More



#### Experience



#### Chief Rainmaker (CRO)

Sock101 · Full-time

Mar 2023 - Present · 3 mos



#### Vice President Of Business Development

OMG · Full-time

May 2021 - Mar 2023 · 1 yr 11 mos

Dallas, Texas, United States

**Skills:** Business Strategy · Public Speaking · Relationship Building · Strategic Partnerships · Mentoring · Business Relationship Management · Negotiation · Leadership · Sales Management



#### Vice President Sales

Logomark

Jun 2018 - May 2021 · 3 yrs

**Skills:** Business Strategy  $\cdot$  International Sales  $\cdot$  Relationship Building  $\cdot$  Strategic Partnerships  $\cdot$  Mentoring  $\cdot$  Business Relationship Management  $\cdot$  Negotiation  $\cdot$  Leadership  $\cdot$  Sales Management



#### Global Account Manager

Proforma

Apr 2016 - Jun 2018 · 2 yrs 3 mos

Austin | Toronto | London | Sydney

**Skills:** Business Strategy  $\cdot$  International Sales  $\cdot$  Relationship Building  $\cdot$  Strategic Partnerships  $\cdot$  Mentoring  $\cdot$  Business Relationship Management  $\cdot$  Negotiation  $\cdot$  Leadership  $\cdot$  Sales Management

#### Volunteering



#### Membership

PPAI - Promotional Products Association International

Jan 2022 - Present · 1 yr 5 mos Education

#### Licenses & certifications



#### Master Advertising Specialist (MAS)

PPAI - Promotional Products Association International Issued Apr 2023



#### Certified Advertising Specialist (CAS)

PPAI - Promotional Products Association International Issued Apr 2022



#### Principal

State of Texas

Credential ID



# Content Ideas

## Product in Action









Liked by steffany.rivera and 178 others

taylor.borst Sub-zero product shoots are only worth it when the product is this good. # #ASBxSTORMTECH

Check out our friends at @stormtech1977 for the coziest outerwear (even in -10 degree weather ??) Products featured: Caribou Fleece Jacket & Women's Stockholm Parka





## Unboxing Videos + Photos





# Accomplishments





Liked by steffany.rivera and 180 others

 $\square$ 





 $\square$ 

Liked by steffany.rivera and 114 others

taylor.borst Thank you, @brandchaincommunity for this feature in PS Magazine! I appreciate the opportunity to share my take on content and communication strategy for both personal branding and American Solutions for Business!



Liked by steffany.rivera and 182 others

taylor.borst So proud to be presented with the 40 Under 40 award from @saagny\_ And more than that to be named among other amazing team members from @americansolutionsforbusiness, Emily Juettner and Rob Shiner. Congratulations to all the winners!

## **Events**

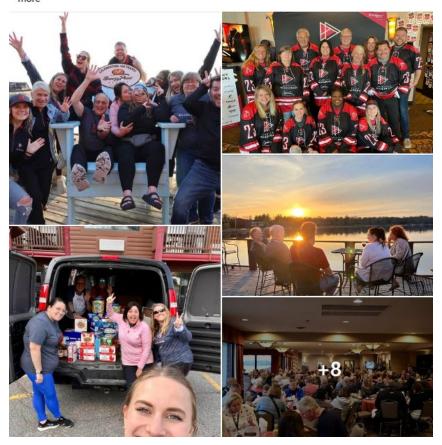


Taylor Borst is with Ronald Robinson and 14 others at Breezy Point Resort.

6d ⋅ Breezy Point ⋅ ♥

ASB Accelerate 2023 has wrapped! I'm continually grateful for this incredible team - not to mention our sales associates and vendor partners who drive our success at American Solutions for Business 🙌

This event included 28 suite meetings, socials and dinners by the lake, pull tabs, cocktails on the balcony and some really memorable moments with amazing people. We also raised \$5,000 for the Lakes Area Food Shelf as part of our mission to always support the communities where w... See





# Family Updates





taylor.borst Loved every second of the Borst wedding last weekend! Congrats Jake & Sally

## Your Hobbies







## Pet Content



Liked by 480promo and 93 others taylor.borst Who wore it best?

Thank you to @capamerica85 for this cute, cozy @americansolutionsforbusiness embroidered beanie with faux fur pom!





Liked by steffany.rivera and 134 others

taylor.borst Can someone come pick up their dog? She's getting in the shot...

Check out our friends at @alphabroder @prime\_line for some cozy, trend-forward pieces perfect for winter weather!

→ Jacket: Threadfast Sherpa 372J → Beanie: Leeman Pom LG303

Hoodie: @bellacanvas\_wholesale Sponge Fleece

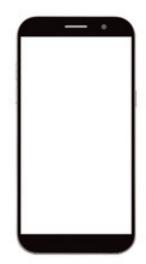
3729



# Equipment









# **Editing Tools**

- iMovie
- Movie Pro
- Clipchamp
- Vimeo
- Canva
- CapCut
- InShot

## Social Media Posting Checklist

What should you ask yourself before hitting "publish"?

Is the primary message of the post clear and featured in the first 1-2 sentences? If it includes a link, is it populating correctly? Is everyone tagged who should be? Check the composition: Is the photo cropped/edited properly? Is anything/anyone in the background that shouldn't be? □ Would my mom/uncle/mailman understand this post? Do any "characters" in the post need to be explained/introduced? Could this use emojis? Is this post appropriate for emoji(s)? Are hashtags needed? How could this post be misinterpreted (by customers, suppliers, employees)?

# Challenge

Create a 30-second video about your experience at Women's Leadership

Post on your platform of choice

#ppaiwlc
#womeninpromo

# PPAI Women's LECAL CONTENTS TO CONT

