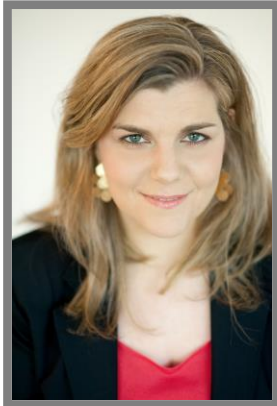




Public Relations / Marketing / Social Media

Meet Sarah



Sarah Wadle is a PR, marketing and social media specialist and the founder of the Connecticut based PR and marketing agency, First Position Media. She is a resourceful leader who creates integrated public relations and marketing strategies that help companies and organizations develop new opportunities and establish brand recognition and credibility in the marketplace. In addition to working in the financial services industry for over 15 years, Sarah expanded her marketing experience building public relations, marketing and social media campaigns for various organizations in the financial services, performing arts, apparel, baby gear, beauty, fashion and wine industries. Most recently, Sarah handled publicity for a Hollywood movie production team working in Connecticut. She has strong connections and relationships with traditional media editors, reporters and bloggers as well as first-hand experience managing Facebook, Twitter and blogs for companies.

Sarah is a tenured business professional with 18+ years' experience in finance and marketing. She has worked in highly visible roles at global financial services firms, helping cross-functional teams in sales, marketing, administration and technology to drive revenue growth. Sarah's passion for technology implementation, facilitation and training others has been a constant source of personal success and gratification throughout her career. Her meticulous attention to detail and an instinctive knowledge of marketing trends provide focus to her clients on multiple levels.

Sarah donates time to various charitable organizations including Community Foundation of Middlesex County, Community Music School, Essex Library Association and more. She is a member of The Shoreline Network of Communications Professionals and practices continuing education through various offerings from the International Association of Business Communicators.

Sarah resides in Ivoryton, CT with her husband, Jim, and their two children; Chelsea and John, where they are active in the community. Spending time with family and friends is paramount and Sarah's passion for great music, dance, theater and outstanding culinary experiences lead to wonderful journeys exploring the Eastern Seaboard.

"I know and have experienced the demands of working with start-ups, small businesses and non-profit organizations for many years. I know how extremely important it is to forge meaningful and impactful relationships with customers utilizing and intertwining the social and traditional media channels," she says.

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