Sarah Grabel

New Rochelle, NY

graybullproductions@gmail.com
917-715-0099 office

Award-winning senior engagement lead with expertise in production, operations, project management, and global team collaboration. Proven ability to develop and execute innovative campaigns, product launches, and branded content. Adept at uniting cross-functional teams to create scalable solutions that drive revenue growth, brand engagement, and business innovation. A strategic and solutions-oriented leader who navigates complex organizations with integrity and inspires high-performing teams. My unique experience encompasses in-house brand marketing, publisher/digital media, branded content, studio production (experiential, print, digital, video), advertising and media agencies, ad sales operations, traffic, fulfillment, and logistics. Broad industry experience includes Telco, Healthcare, Consumer Goods, Retail, Media, Technology, and Financial Services.

I am driven, dedicated, always curious, constantly learning, and strive to find simple solutions to complicated situations.

Experience

Senior Program Manager, Global Marketing PMO

Remote
Jul 2024 - Present

Resmed

Working in a long-term contract role leading Global Campaigns, Product Launches, and Marketing Efficiency Projects

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Owner / Consultant

Remote
Jul 2024 - Present

GrayBull Productions

Providing creative operations, guidance, implementation, and defined processes for scalability, growth, and profit

Campaign Director

Ripple Street

White Plains, NY
Feb 2023 - Jan 2024

Redefined the whole of the agency's workflow to better position it for scalability & growth

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Director, Creative Operations & Monday.com System Administrator

Bustle Digital Group

New York, NY
Mar 2021 - Dec 2022

Directed deal transition and creative studio workflow, Monday.com system administrator, and in-house studio director

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Director, Project Management Lead

Known

Remote
Aug 2020 - Mar 2021

Account and Project Management Lead for Known's top client, TikTok

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Senior Manager, Creative Production

AT&T Entertainment Group

New York, NY
Oct 2016 - Jun 2020

Production lead for external event activations at Super Bowl, TIFF, and SXSW

Senior Production Manager

The Gap, Global Marketing

New York, NY
Oct 2014 - Jul 2016

Managed comprehensive production, asset management, and multi-channel distribution for all GAP brand seasonal images and GapCard Marketing programs.

Additional professional experience available upon request

2001 - 2013

Education

Bachelor of Arts

Boston, MA

Boston University

New Section

Core Competencies

Leadership & Management:
• Cross-functional Team Leadership & Collaboration
• Global Team Management & Mentorship
• Strategic Oversight & Execution
• Business & Client Relationship Management
• Program & Campaign Direction

Operations & Production Excellence:
• Creative Operations & Studio Management
• Workflow Design & Implementation
• Ad Sales Operations & Traffic Management
• Fulfillment & Logistics
• Process Improvement & Optimization
• Experiential, Print, Digital, Video Production

Project & Program Management:
• Integrated Campaign & Product Launch Management
• Agile Methodologies & Project Planning
• Budget & Revenue Oversight ($10MM+ annual budgets, $1M+ campaigns)
• Problem Solving & Solutions-Oriented Execution
• Timeline Development & Adherence

New Section

Technical Proficiency

Project Management Software:
•Monday
• Asana
• Workfront
• Workamajig
• Jira
• AirTable
• Microsoft Project

Business & Collaboration Tools:
• Microsoft 365 (SharePoint, OneDrive, Teams),
• Google Suite
• Slack
• Hubspot
• Salesforce
• Miro

Specialized Software:
• Newspaper Manager
• Adobe Creative Suite

Production Skills:
• On-press printing oversight
• Color quality assurance
• Sourcing (paper, marketing swag, site visits, installations)

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