

Sara Lingafelter

Engagement Manager | Consultant | Strategist at Bridge Partners Consulting

Seattle, WA, US

I create conversation-worthy customer experiences.

Biography

Winning ideas can come from anywhere in an organization. Sara is an expert in listening, spotting those opportunities, then working collaboratively to make them real. She has over two decades of digital and online marketing experience with special expertise in brand, content and social strategy. Most recently, Sara spent most of 2016 on site in Atlanta building the North American Social Center for Coca-Cola's Trademark Brands. Her other client and in-house experience includes work with Microsoft, AT&T, Coca-Cola and REI. Sara has deep ties to lifestyle, health, wellness and outdoor (LOHAS) brands, CPG, retail, technology and start-ups.

Sara earned her J.D. from Seattle University and her B.A. in Creative Writing from Western Washington University. Outside of work, she teaches the Digital Marketing Certificate Program for University of Washington Professional and Continuing Education. She also collects passport stamps, documenting her travels on antique film cameras. An adventure buff at heart, Sara balances her free time between outdoor activities and her growing herd of motorcycles.

Availability

Keynote, Moderator, Panelist, Workshop, Corporate Training

Industry Expertise

Social Media, Media - Online, Advertising/Marketing, Corporate Leadership, Writing and Editing

Areas of Expertise

Social Media, Content Marketing, Customer Experience, Change, Collaboration, Leadership, Strategy, Strategic & Business Planning, Content Strategy

Event Appearances

Kiss my Klout

Outdoor Retailer Summer Market

Get Local with Social

Outdoor Retailer Winter Market

My Social Life in Three Acts

Social Media 301

Get Local With Social

Outdoor Retailer Summer Market

Influence ME

Outdoor Retailer Winter Market

Boots on the Ground: Real People Getting Things Done with Social

Outdoor Retailer Winter Market

ROI WTF? Content Marketing Today in Ten Truths

Outdoor Retailer

What's the ROI on Kittens? Measuring Up with Social Analytics

SMX Social Media Marketing

Principles of Virality, a Portent U Webinar

Portent University Webinar

Education

Seattle University School of Law

J.D. Law

Western Washington University

B.A. English

Port Townsend High School

Accomplishments

Launched Local Social Program for REI

Between January and July 2011, I architected and rolled out the Local Social launch at REI, bringing 120+ stores across the country to life via Twitter and Facebook. The program required institutional consensus-building, policy and manual development, hands-on creation of the presences, infrastructure development for management of the program, and development of curriculum and training for 300+ local store staff who would act as social media practitioners, many of whom were new to social.

Social Media 301

After frequently speaking about social media best practices to audiences in the outdoor industry, SM 301 was my first speaking engagement on the national stage, alongside keynote speaker Brian Solis and local pros including Eric Weaver. I was invited simply to tell MY story, and spoke about my evolution from corporate attorney to outdoor industry social strategist.

Climbed Mount Rainier

The title says it!

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