Sadie Hochfield

Brand Builder. Campaign Driver. Integrated Marketing Leader.

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ABOUT

Senior Brand & Campaign Marketing Leader who bridges human creativity with emerging technology to solve complex business problems. 12+ years of experience across high-growth SaaS, consumer and agency environments. Known for translating complex topics (AI, automation, governance) into relatable, impact-driving work. A calm, collaborative partner who builds C-suite trust, exceeds goals, and delivers commercial results.

EXPERTISE

Brand & GTM Strategy | SaaS & Tech Marketing | Integrated Campaigns
Agentic Marketing Workflows | Experiential & Stunts | Measurement, Reporting & ROI
PR & Communications | Event Marketing | Content Strategy
Customer Storytelling | Agency & Vendor Management

EXPERIENCE

Senior Brand Manager, Campaign Marketing

Zapier | 2023–Present | Remote (Canada & UK) | Promoted Sep 2025

Directed brand and integrated campaign marketing for Zapier's AI automation platform across paid, owned and earned channels. Launched programs to shape market perception, grow awareness and affinity, and scale multi-product adoption across product-led and sales-led growth.

Interim Cover: Head of Brand Marketing

Covered the role twice (Jul 2024–Jan 2025, Aug 2025–Mar 2026), owning the $5M annual budget, managing a multidisciplinary team, and partnering directly with the C-suite and senior leaders.

Integrated Campaigns & Revenue

Launched Zapier’s first unified brand-to-demand initiative, generating 122% of target for influenced pipeline and achieving a 61% increase in lead generation among exposed audiences. Leveraged AI/ML for hyper-personalized campaign delivery against target accounts.

TOFU Advertising Delivery

Led agency partners to deliver bi-annual brand campaigns generating hundreds of millions of impressions, proving impact through geo-holdout measurement across a ~$3M budget and quarter-on-quarter surpassing awareness & consideration targets. Achieved 6 Telly Awards.

Culture-Driving Campaigns

Delivered Zapier’s inaugural Super Bowl push and expanded a single regional TV spot into a multi-touch annual campaign arc centered on the main character, AI. Earned Zapier share of voice in AI search results during the Super Bowl window, with paid media reaching 20M+ users, achieving a 29% completion rate and a +1.1pt consideration lift (above tech benchmarks).

Channel & Creative Innovation

Piloted and scaled new high-converting channels, including Zapier’s first OOH billboard campaign, host-read podcast advertising, brand-led creator ads, and experiential activations. The latter went viral with 13M impressions and earned a CTR in the top 25% of TikTok ads.

Cross-Functional Alignment

Partnered across Demand Gen, Product Marketing, Customer Advocacy, and Growth to launch a unified AI governance campaign positioning guardrails as the enablers of innovation. Generated 69M impressions and a +32% lift in YouTube search intent. Built post-campaign measurement reviews, ensuring channel results shaped the next brief.

Account Director

Frame Agency | 2017–2022 | Glasgow, UK

Led client service operations, team performance, and multi-channel campaign execution across retail, FMCG, finance, and professional services, expanding client portfolio profitability and driving agency growth.

Flagship Account Delivery — Diageo

Served as Client Services Lead for Diageo, launching the Johnnie Walker Experience in Edinburgh, the flagship of their £185M portfolio of scotch whisky brand home experiences.

- Pivoted the strategy to a domestic audience mid-covid, increasing footfall 20% month-on-month to 108K visitors and +28% share of search while competitors declined by 37%.
- Balanced global vs. local creative approvals while delivering integrated campaigns that challenged “pale, male, and stale” stereotypes, appealing to both local and international audiences.

Commercial P&L & Team Leadership

Directed a team of four account managers and assistants, growing account portfolio profitability that turned the unit into the agency’s second most profitable division; regularly led and won major new business pitches.

End-to-End Campaign Delivery

Managed through-the-line creative strategy, production, and media delivery across TV/CTV, OOH, digital, social, radio, PR/comms, experiential, and owned content. Oversaw campaign calendars & laydown delivery across accounts, balancing competing requests against team capacity.

Campaign Management Officer

Lidl UK | 2017 | UK

Drove 16.8% YoY Q4 revenue growth and sold 1M+ Easter units by delivering high-volume, multi-channel national retail campaigns across the peak seasonal calendar.

Senior Advertising / Campaign Executive

Paddy Power & Betfair / Flutter Entertainment | 2014–2016 | UK

Managed high-stakes 360° campaigns across TV, OOH, and digital for major calendar beats (English Premier League, Super Bowl, Cheltenham), while building in-house compliance systems to clear 400+ TV edits.

CAPABILITIES

Analytics & Measurement

Looker | Tableau | Databricks | HubSpot | Google Analytics
Brand Lift Studies | Marketing Mix Modelling
Geo-Holdout | Incrementality Testing

Generative AI & Agentic Tools

Zapier | Claude | ChatGPT | Gemini
Cursor | Lovable | Gamma | Glean

Creative, Content & Production

Figma | Canva | CapCut | Vimeo

Workflow & Collaboration

Notion | Slack | Google Workspace

EDUCATION & COURSES

Institute for Practitioners in Advertising

Foundation, Commercial & Effectiveness Certificates | 2017 - 2018

Centre for Entrepreneurs

NEF Founder Development Program | UK Class of 2015

University of St Andrews

MA (Hons) International Relations (2:1) | 2014