

# Sarah Austin Metcalf

New York, NY · sarahaustinmetcalf@gmail.com · linkedin.com/in/sarah-metcalf · sarahaustin.com

## ABOUT

---

Creative strategist, brand director, and project manager with 10+ years of experience working across marketing, operations, production, and brand development. I've built marketing infrastructure from scratch, led full-scale rebrands, pivoted businesses through crisis, and helped founders bring their vision to life across digital and physical channels. I work equally well at the strategic level and in the details, and I'm most useful in environments where things are complex, fast-moving, or haven't been done before.

## EXPERIENCE

---

### **Fyra Yoga (formerly Modo Yoga NYC)** 2020–Present

*Director of Brand, Marketing & Creative Operations* New York, NY

- Directed marketing, programming, and creative operations across five studio locations in New York, Los Angeles, and Montréal
- Led the full rebrand from Modo Yoga to Fyra Yoga across two cities, managing stakeholder alignment, vendor relationships, communications strategy, photo and video production, PR, and launch
- Generated \$280K in revenue through founding package sales and sold out classes across both cities on launch weekend
- Built and managed email marketing campaigns reaching 107K subscribers, achieving a 46% average open rate and 50% conversion rate on automations
- Designed and implemented Airtable, Asana, and Slack systems across all five locations, resulting in a 40% increase in operational efficiency
- Built OKR and KPI frameworks with ownership and served as a strategic advisor for quarterly planning and data-driven decision-making
- Produced six annual photo and video shoots, managing casting, contracting, travel logistics, and creative direction
- Managed 50+ B2B and nonprofit partnerships, contributing to 70% growth in brand visibility
- Directed \$60K+ in annual fundraising event production across three cities
- Designed and launched a full staff onboarding and training program using Airtable automation

### **Modo Yoga** 2020–2021

*Digital Production Manager & Project Director* New York, NY & Los Angeles, CA (Remote)

- Led a 72-hour digital pivot at the start of COVID, taking the studios from physical-only to a fully operational live-stream platform with 70 weekly classes
- Built Modo Yoga NYLA TV from scratch: website, content strategy, pricing structure, and creator compensation system across three streaming platforms
- Trained a 30-person team on Zoom, OBS, YouTube Live, and Uscreen; grew the Instagram following from 5K to 30K+ during the pivot
- Managed all production logistics, contracts, and daily operations for the ongoing digital operation

### **Independent Consulting** 2020–Present

*Brand Strategist, Project Manager & Web Designer* Remote

- Partnered with small businesses and nonprofits including GroundWell, Randy Aaron Yoga, Frantz G Yoga, and New Hampshire Local Leadership Network on brand strategy, website development, and marketing infrastructure
- Designed and built websites with membership access, video on demand, tiered pricing, online booking, appointment management, and e-commerce integrations
- Developed brand identity, social media strategy and asset templates, and email marketing strategy and templates for each client
- Built a custom CMS and digital learning center for NH Local Leadership Network, including a member application and approval system, gated content library, and CMS training
- All clients continue as ongoing consulting relationships for design, marketing, and strategic support

### **Pathway to Paris: 1000 Cities** 2019–2020

*Research & Program Development Coordinator* New York, NY

- Developed the framework for the 1000 Cities Climate Research Report and conducted interviews with UK climate leaders
- Designed the campaign website and social media strategy; represented the organization at UN Climate Week
- Coordinated the Sweat for Change bi-coastal fundraising campaign, raising \$20K+ in one month in partnership with One Tree Planted and Pathway to Paris

### **Jennifer Cooper Casting** 2015–2017

*Casting Assistant* Los Angeles, CA

- Supported casting operations for film and television productions, managing submissions, scheduling, and talent coordination

## **EDUCATION**

---

**Columbia Business School** Certificate in Digital Marketing, 2023

**Emerson College** B.A. Theatre Studies: Directing, 2015

## **SKILLS**

---

**Strategy & Management** Brand strategy · Creative direction · Project management · OKR/KPI frameworks · Stakeholder management · Process mapping · Change management · Workflow automation · Team training & onboarding

**Marketing & Communications** Email marketing · Social media strategy · Campaign management · Copywriting · SEO · Google Ads · Meta Ads · PR strategy · B2B partnerships · Influencer & partner relations · Corporate Gifts & Fundraising

**Design & Production** UX/UI design · Web design · Photo & video shoot production · Event production · Brand identity · Digital asset management · Canva · Adobe InDesign, Photoshop & Illustrator · Figma · Adobe Express

**Tools & Platforms** Airtable · Asana · Slack · Notion · Wix · Squarespace · WebFlow · WordPress · Mailchimp · BrandBot · FitGrid · Loyalsnap · Google & Microsoft Suites · Mindbody · Marianatek · Walla · Arketa · Revi · Referrizer · GloFox