

Sarah Marske serves as Manager, Multicultural Marketing Center of Excellence at The Coca-Cola Company and has over eight years of multicultural marketing experience. In her role, she drives the development of best-in-class multicultural marketing and shopper capabilities in support of brand marketing campaigns. She also leads the Company's 5by20 financial empowerment programs for multicultural women in the U.S. including The Adelante Movement, In The Black, Impact Odyssey & Self Made.

Prior to her role on the Center of Excellence, she led Hispanic mom & teen targeted campaigns for Brand Coca-Cola on the North America Hispanic marketing team, earning the 2016 ANA Multicultural Marketing Excellence Award for Brand Coke's 2015 Hispanic Heritage Month campaign. In her role, she drove brand love, loyalty, value, increased transactions and volume via brand management, strategic planning and integrated marketing and communications campaigns.

She is on the leadership team of The Coca-Cola Company's Hispanic Leadership Business Resource Group, and a member of the Boy Scouts Atlanta Area Council Marketing Advisory Board, the Hispanic Scholarship Fund's Atlanta Advisory Council, and the Latin American Association's Latina Empowerment Steering Committee.

Prior to joining The Coca-Cola Company, she served as the public relations and communications manager at the Latin American Association, a nonprofit serving more than 50,000 Latinos in metro Atlanta yearly, where she led strategic communications and marketing. She has also held roles at Univision 34 Atlanta and the Metro Atlanta YMCA.

Sarah graduated with distinction from the University of North Carolina at Chapel Hill with bachelor's degrees in International Studies and Spanish. At UNC, she was awarded the Sterling Stoudemire Medal for Outstanding Achievements in Spanish and was a member of the Spanish Honor Society, Sigma Delta Pi. She achieved her master's degree in communication from Georgia State University, with a thesis focused on Hispanic marketing and identity formation. She also earned a certificate in Spanish translation from Georgia State.

Originally from North Carolina, Sarah loves to stay active playing tennis, soccer and running. She is passionate about giving back to the community and supporting youth empowerment.