

## Sarah Cirelli



Marketing Manager, internationally recognized social media strategist and interactive marketing guru (not to mention non-sleeper), Sarah Cirelli spends her time at WithumSmith+Brown coordinating and implementing various interactive and digital marketing strategies to the accounting profession. Perhaps best known for Withum's famous viral video sensations, she spends her time creating and implementing all social media and online marketing strategies while battling boring accountant reputations everywhere. It was because of this, that Accounting Today honored Sarah as "Top 100 Most Influential People" in the Accounting Profession. Although initially hired to provide internal marketing support, WS+B's diverse clients have requested she provide external marketing consulting on multiple occasions and she is always happy to do so.

With 7 years of professional marketing experience and many national marketing awards under her belt, Sarah has conducted a multitude of trainings, presented to many organizations across the country and has had multiple published articles. She currently sits on the Social Media Committee of the Monmouth Ocean Development Council, the New York Metro Chapter of the Association of Accounting Marketing and is the immediate past-President of the Jersey Shore Public Relations and Advertising Association. Sarah's knowledge of social media, out-of-the-box thinking and unmistakable passion helps keep her firm as an innovative industry leader. Sarah graduated summa cum laude in three years from Johnson & Wales University with a bachelor's degree in marketing and balances the "desk life" by instructing multiple Zumba Fitness® classes weekly.