



Sara Lindsay Cook

Account Manager at adworkshop

Lake Placid, New York

Message



adworkshop

State University of New York College at Cortland

See contact info

216 connections

Experience



**Account Manager**

adworkshop

Oct 2017 – Present • 8 mos

Lake Placid, NY



**sales rep**

prAna Living

Oct 2011 – Oct 2017 • 6 yrs 1 mo

**Manufacturer's Representative**

North Branch Traders

Dec 2009 – Oct 2017 • 7 yrs 11 mos

Sales Rep in the Mid-Atlantic Territory for several premium outdoor specialty brands, with a focus on our prAna business in the territory. Lead marketing and social media initiatives for our agency. Current Brands include; Cascade Designs, Olukai, and prAna. Additional brands we worked with, during my tenure; Outdoor Research, Garmont, Mountainsmith, Polarmax, Patagonia Footwear, eGear, and Bridgedale



**Technical Representative**

Keen Footwear

2008 – 2009 • 1 yr

In the Mid-Atlantic Territory responsible for managing, scheduling, and executing all grassroots marketing, clinics, in-store events, promotional events, and corporate sponsored events for KEEN footwear.

**Manager and Buyer**

Mountainman Outdoor Supply Company

Dec 2002 – 2008 • 6 yrs

Education



State University of New York College at Cortland

BS

### Skills & Endorsements

#### Marketing · 4

 Endorsed by Kristel Hayes and 1 other who is highly skilled at this

#### Sales Operations · 3

Sven Shiers and 2 connections have given endorsements for this skill

#### Sporting Goods · 2

Kristel Hayes and 1 connection have given endorsements for this skill

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### Interests



**State University of New York Co...**  
29,322 followers



**prAna Living**  
17,137 followers

Univers

Ana Living



**Outdoor Retail Industry Professi...**  
20,722 members



**adworkshop**  
436 followers



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32,905 followers



**Sports Industry Network**  
310,522 members



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