



**Sarah
Gonzales**

HELLO!

I'm Sarah, a dedicated marketing professional with over 5 years of experience in the industry. With a degree in Mass Communications from VCU and over 6 years in the industry, I've honed a diverse skill set encompassing web design, UI/UX, video editing, and social media marketing. I do however consider my specialty to be in digital marketing and design. I believe that I'm a passionate advocate for the huge impact marketing can have on business success, I firmly believe it's where a brand's personality and voice truly shine. As a collaborative team player, I embrace new challenges and am dedicated to expanding my skills to create compelling brand narratives and memorable experiences. I also have a heart for passion projects, and eager on expanding my knowledge while being creative.

Plus! I am bilingual!

Sarah Gonzales

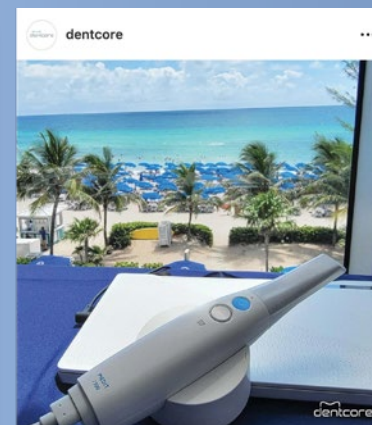
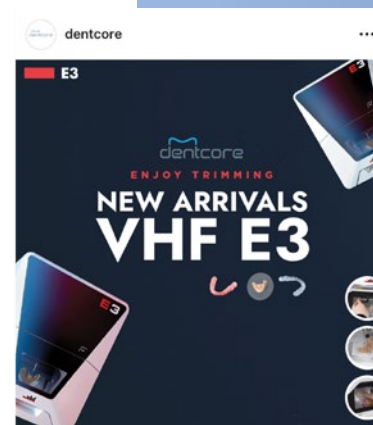
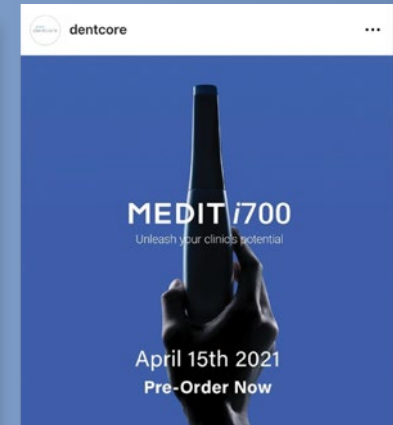
SOCIAL MEDIA

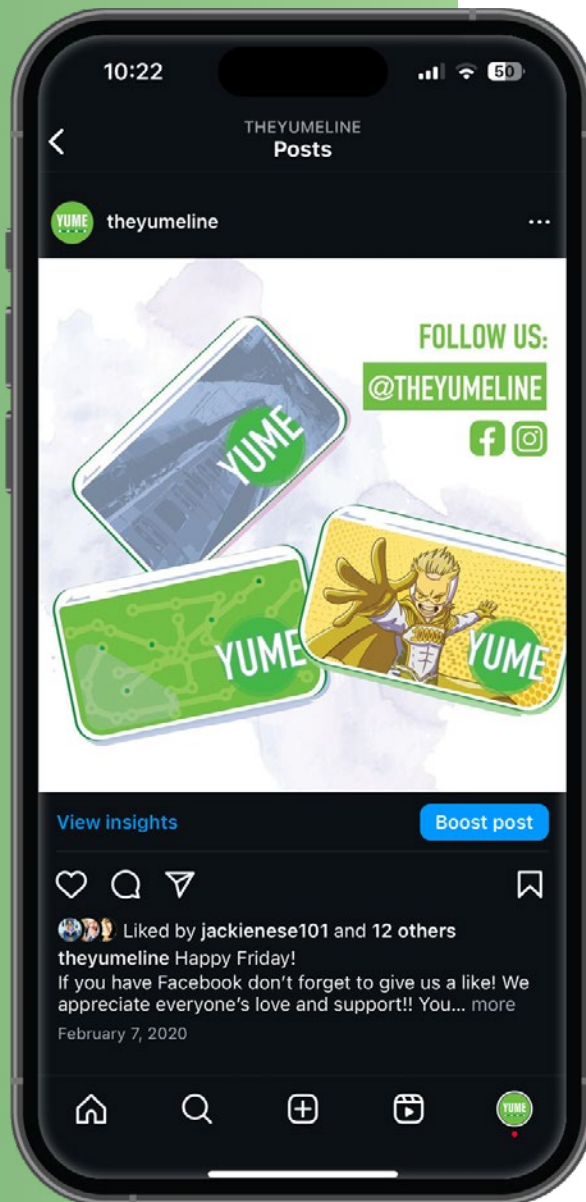
Dentcore, Inc

The rise of Digital Dentistry is transforming the dental landscape, yet many dentists hesitate to invest in new digital equipment due to the learning curve involved. In my experience with Dentcore, I've learned that what truly resonates in the dental market is credibility. Dentists investing in equipment worth thousands seek assurance not only in its quality but also in the support they'll receive.

At Dentcore, our primary focus was on enhancing brand visibility and driving equipment sales. Initially present solely on Facebook, I goal was to expand our online presence. Through diligent research, conceptualization, and strategic planning, I positioned Dentcore as not just a provider of reputable equipment but as the ultimate ally for dental professionals. Leveraging social media, we fostered meaningful connections with dental practices, resulting in increased sales.

Recognizing the significance of Key Opinion Leaders in our industry, we proactively cultivated relationships with them to amplify our brand reach. Additionally, our platforms served as a showcase for the latest equipment launches. As a result of our efforts, Dentcore has amassed over 1,000 followers on Facebook, with similarly impressive followings on Instagram and LinkedIn.





SOCIAL MEDIA

The Yume Line

The Yume Line is a passion project that my best friend and I created together. With my marketing background, I assumed the role of social media manager, curating a dynamic array of Instagram reels, stories, and product launch posts. I developed concepts that would help create content while showcasing our products as well as showing Yume's style to the world of Instagram.

I used various Adobe applications such as Photoshop, Illustrator, and XD to create templates and post designs. My strategic emphasis for reels and stories centered on optimizing the presentation of our artwork as well as effectively conveying key marketing messages.



DESIGN

Dentcore, Inc

As an integral part of Dentcore, a leading dental equipment supplier, fostering connections was paramount. My responsibilities included crafting designs for business cards, holiday and event postcards, and email newsletters. In each design, my aim was to strike a balance between aesthetic appeal and delivering comprehensive information to empower our target audience to take action.

The Dentcore business cards were meticulously crafted to showcase our partnerships with leading manufacturers alongside essential contact information. The postcard featured in the upper-right corner was designed for a Dentcore-hosted event—a Meet & Greet held at a local hotel ballroom. To ensure seamless navigation for attendees, directional postcards were strategically placed at each table, resulting in overwhelmingly positive feedback.



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AUTHORIZED RESSELLER

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Dentcore Printing Bundle

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Includes virtual training/lifetime support

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Offer cannot be combined with any other promotions. Valid until 11/05/2021.

LAB DAY EAST 2021

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Contact us for more details!

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Dental Zirconia

DentCore acknowledges zirconia as the cornerstone material of this era's digital dentistry. As a leader of dental CAD/CAM, DentCore distributes a line of strong, affordable, and esthetic zirconia; DentCore's confidence in the quality of this material is shown by their willingness to affix their own name on it.

Zirconia allows doctors to provide metal-free restorations that are both esthetic and strong. Due to its strength, zirconia is effective even in unideal clinical cases with limited occlusal space or room for reduction.

dentcoreONE

Tel: (844) 292-8023
Web: www.dentcore.com
Email: info@dentcore.com

dentcore ST

an affordable pre-shaded zirconia with durable flexural strength of >1000 Mpa. ST can be used for all indications but is especially good for cases that require extra strength like large and full arch with minimum thickness.

dentcore ONE

zirconia blocks are multi-layered and pre-shaded. Due to the built-in lifelike shade out of the box, minimum to no staining is required. It is highly translucent and has good strength, resulting in a zirconia that is ideal for all indications: thus the name, DentCore "One".

Material	Pre-shaded
Indications	A1, A2, A3, A3.5, A4, B1, B2, B3, B4, C1, C2, C3, C4, D2, D3, D4
Strength (MPa)	>1000 (Ax)
Average Transmittance	47%
Sintering Temperature	1650 °C
Indication	All indications, specially cases that require high strength

dentcoreONE

Material	Pre-shaded Multi-Layered
Indications	A1, A2, A3, A3.5, A4, B1, B2, B3, B4, C1, C2, C3, C4, D2, D3, D4
Strength (MPa)	1000 (Ax)
Average Transmittance	47%
Sintering Temperature	1650 °C
Indication	All indications

Call us at (844)292-8023 for more information!

DESIGN

Dentcore, Inc

I designed impactful flyers for Dentcore, ensuring they aligned perfectly with the brand identity while effectively communicating essential information to prompt action from our target audience. Utilizing Adobe Photoshop and Illustrator, I crafted visually appealing layouts that highlighted key features and benefits of our

products and services. These flyers were strategically crafted for distribution at trade shows and within our showrooms, aiming to capture attention and convey professionalism. Each design element was meticulously chosen to maintain consistency with Dentcore's branding, ensuring coherence across all marketing materials.

DESIGN

YM Dental Laboratory

In collaboration with YM Dental Lab's office manager and sales representatives, I spearheaded the design and development of a comprehensive catalog aimed at attracting new business opportunities. Leveraging Adobe Photoshop, Illustrator, and InDesign, I crafted each page to visually showcase YM Dental Lab's products and services with clarity and

professionalism. A key strategic element was placing the price schedule in the center of the catalog, ensuring ease of access for sales representatives during client interactions. This approach not only enhanced the catalog's usability but also reinforced YM Dental Lab's commitment to transparency and customer satisfaction. The resulting catalog stands as a testament to our collaborative effort and dedication to delivering effective marketing that drive business growth.



CONTACT



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