

# Sarah Drage

Business Advisor | BSc (Hons) | BBC Award Winner | TEDx Speaker | Parliamentary Speaker

A determined and honest individual with a robust background spanning business advisory, social media management, and NHS commissioning support. My expertise distinctly extends to the charity and not-for-profit sector which was developed via founding a CIC called WarriorKind. As an experienced Social Enterprise Advisor, I provide invaluable consultancy to local businesses and charities, strategically and successfully securing funding through grant and bid applications. I am honoured to be recognised with a BBC award and the Kent Wellbeing Award for leading impactful social media campaigns that drove brand visibility and engagement. With a deep understanding of the charity and not-for-profit sector, I am a dynamic and accomplished professional ready to contribute effectively in this specialised domain.

## Work Experience

**Development Officer | Kent Consortium – Supporting Age UK & partner charities across Kent  
Feb 2024 – Present**

- Consult with CEOs and leadership teams across 10+ independent Age UK branches and similar ageing-focused charities within Kent to support sustainable growth and impact.
- Lead on income generation strategy development, identifying and securing funding opportunities through grants, partnerships, and innovative fundraising models.
- Design and implement collaborative marketing and communications strategies tailored to each organisation's needs, raising public awareness and boosting stakeholder engagement.
- Facilitate strategic networking and knowledge sharing across the consortium, strengthening inter-organisational collaboration and capacity building.
- Provide 1:1 strategic consultancy and training for senior leaders on areas including digital presence, donor engagement, and service visibility.
- Support regional alignment of services and messaging, ensuring cohesive advocacy for the ageing population across the county.
- Monitor and evaluate project impact, reporting on outcomes to funders and stakeholders to demonstrate value and inform future planning.

**Business Advisor – Social Enterprise Kent**  
**(From October 2021 – September 2023)**

- Successfully led local authority funded projects, consistently exceeding targets by 10%. Achieved outstanding outcomes, showcasing a proven ability to deliver impactful results.
- Developed and executed successful funding strategies. Specialised in lottery funding with a remarkable 90% success rate for applications. Established strong working relationships with local funding officers and acquired a deep understanding of industry jargon.
- Provided tailored business consultancy to local businesses, social enterprises, and charities. Advised on grant and bid writing, consistently securing funding through compelling applications aligned with clients' objectives.
- Developed strategic recovery plans, business strategies, and marketing initiatives. Conducted in-depth business reviews to inform nuanced strategies that drive success.
- Designed and delivered impactful management and voluntary sector courses and events. Contributed to skill development and sectoral growth.
- Fostered growth within the VCSE sector by driving increased trading activity, fostering innovation, and facilitating robust business development.

**Social Media Manager - Freelance**  
**(From August 2023 – Current)**

- Developed and executed a viral campaign that garnered interest from BBC Introducing and members of the United Nations, showcasing the ability to create impactful content.
- Increased client engagement by an average of 30%, driving a significant return on investment through targeted strategies.
- Led impactful social media campaigns, earning a BBC award for outstanding advocacy work and the Kent Wellbeing Award as a recognised Kent Ambassador. This underscores the effectiveness of the campaigns in achieving recognition and positive impact.
- Developed and executed strategic social media plans, driving increased brand visibility and audience engagement.
- Utilised analytics tools for data-driven decision-making, optimising social media performance.
- Crafted compelling content across platforms, ensuring consistent messaging and brand representation. This contributed to a cohesive and impactful online presence.
- Maintained a strong online presence, fostering community engagement and a positive brand image. This was reflected in increased interactions and a positive perception of the brand within the online community.

**NHS Senior Pharmacy Audit Representative – Optum Health Care Solutions - NHS**  
**Commissioning Support(April 2017 – July 2020)**

### **NHS NEL (North East London Commissioning support) - Business Support Associate**

(August 2016 – April 2017)

- Collaborated closely with the Commissioning Support Unit (CSU) in London, delivering vital business support for high-stakes, confidential initiatives within the NHS.
- Provided instrumental assistance in highly confidential business meetings, including those concerning the Executive Committee Office (ECO) for NHS England.

### **NHS Kent Commissioning Support - Training Coordinator**

**(From August 2013 - September 2016)**

- Monitored and maintained learning software systems, ensuring accessibility and functionality for seamless education and training processes.
- Co-ordinated GP staff training for 5000 surgeries across Kent & Medway.
- Actively promoted available training sessions to staff, implementing effective communication strategies to maximise participation.

## Education

### **Bachelor of Science (Hons) in Crime & Policing**

Institution: Canterbury Christchurch University

Year of Graduation: 2012

### **Level 3 Teaching & Education**

Institution: CTA Training

## Volunteer Work & Interests

NACOA (National Association for Children of Alcoholics) Ambassador - Parliamentary Speaker on campaigning for reform for those affected by a loved ones alcohol use

## Other Skills

Experienced Public Speaker

Adobe Creative suite including, premiere and rush

Canva

Mental Health First Aid Instructor (MHFA England)