



Digital Marketing Guru, Sarah Vigil promoted to Senior Director of Marketing

LOS ANGELES (August 17, 2021) – Trifecta Management Group (TMG), the premier entertainment/restaurant concept development and management firm, has announced the promotion of Sarah Vigil to Senior Director of Marketing.

In her elevated role, Vigil will expand the digital and social advertising efforts for the firm's clients across a multitude of industries. She will also serve as Senior Director of Marketing for TMG's marketing division, Trifecta Marketing Services (TMS), where she will lead the educational platform including webinars, blogs and industry panels to provide expert content and training on marketing, social media, digital advertising and SEO topics.

"Sarah has a gift of analyzing complex technology-based information and communicating the details in easy-to-understand terms," said Bridget Smith, Partner and Chief Marketing Officer. "She understands the value of data driven analysis and evaluation, which are the catalyst to making informed and sound business decisions. Sarah applies these principles to the work she does every day to provide impactful results for her clients."

Vigil has been with Trifecta Management Group since 2015 and has proven herself to be a strategic leader, valuable team member and digital marketing guru for TMG. Vigil has risen quickly with her initial work at *plank*, TMG's flagship food and beverage and entertainment venue in Oakland, CA., before moving into the corporate marketing group at TMG and then expanding her role with the launch of TMS. Sarah's approach with clients has built trust and confidence in all aspects of marketing. She has been instrumental in business development for TMS in growing that business.

Trifecta Management Group brings significant experience to providing management, marketing, consulting and culinary services for entertainment centers, restaurants and retail locations around the world.

For more information about Trifecta Management Group, visit: <https://www.trifecta-mg.com/>.

About Trifecta Management Group

Trifecta Management Group provides comprehensive management, consulting, marketing and training services for entertainment centers, restaurants and retail locations around the world. Trifecta's expertise in concept development, project management and culinary services has led to the development of numerous custom concepts. TMG, founded in 2005, has concepts ranging from 1,000 square foot restaurants to 100,000 square foot entertainment destinations. Trifecta has won numerous "best of" awards with recognition for custom concepts that include *plank*®, *Dip Shack*, *Uptown Alley*®, *The Corner Alley*®, *Ten Pin Fun Center*, *The BLVD* and *Coyote Entertainment Center*. The company's newest division, Trifecta Marketing Services, creates solutions for businesses of all industries and sizes. For more information on Trifecta Management Group, visit: <https://www.trifecta-mg.com/>.