

Sabina Leybold

Twitter, Instagram, LinkedIn: @sabinaleybold
sabina.leybold@gmail.com • sabinaleybold.com

Education

Ithaca College Roy H. Park School of Communications – Ithaca, NY
Bachelor of Science in Communication Management and Design

Expected May 2017

Concentration: Corporate Communication

Minors: Communication Disorders

- 3.9/4.0 GPA (Cumulative)

Experience

Content Writer, *thinkCHARM* – Remote

July 2015 – Present

- Ghostwrote and edited blog articles, e-books, and case studies about pop-up marketing for WisePops
- Contributed strategies and pop-up copy to promote WisePops Academy program, email sign-ups, and e-books
- Ghostwrote content marketing articles for Instapage.com and Startuplister.com

Student Writer/Editor, *Office of Strategic Marketing and Communications* – Ithaca College

August 2015 – Present

- Interview subjects and write feature articles for *ICView* and *Fuse* magazines
- Edit peers' articles and proofread entire magazine for design and copy errors

Student Leadership Consultant, *Student Engagement & Multicultural Affairs* – Ithaca College

January 2016 – Present

- Create and distribute newsletters to inform students about volunteer and multicultural opportunities
- Plan and execute Student Organization Conference, including event programming and logistics
- Design and deliver custom workshops for student organizations to improve marketing tactics and leadership
- Address student, faculty, and staff questions via phone and walk-in office visits
- Conducted year-end survey about community service programs and analyzed data from 79 student responses

Social Media Intern, *Project Look Sharp* – Ithaca, NY

August 2016 – Present

- Share media literacy news across social sites, including Facebook, Twitter, Tumblr, Pinterest, and LinkedIn
- Update monthly content calendar with holidays and events for social posting
- Create analytics reports to interpret data from social media traffic

Marketing Strategy Associate, *Think Topography* – Ithaca, NY

May – August 2016

- Developed comprehensive marketing plan to boost Think Topography's brand communication and awareness, including website redesign, social media campaigns, and in-person tactics
- Focused brand's objectives and conducted keyword research to improve digital footprint
- Created Facebook ad campaign and mockup poster/infographic designs to promote Ithaca Festival mobile app
- Performed situational analysis, including SWOT and social media audit, for prospective client meeting

Events/Marketing Intern, *Downtown Ithaca Alliance* – Ithaca, NY

May – August 2016

- Managed event logistics and marketing for Bite of Ithaca week, such as communicating with restaurant personnel, writing creative promotional copy for social media, and creating a post-event participant survey
- Designed and facilitated 2-day sustainability & wellness pop-up event for Downtown Employee Appreciation Week, including collaborating with 7 partner organizations and promoting event via social media

Skills

- Working proficiency in Spanish
- Intermediate proficiency in Adobe Photoshop
- Experienced with Facebook, Twitter, LinkedIn, Pinterest, YouTube, Instagram, Hootsuite, Buffer, Wix, and WordPress.com