

SABINA LEYBOLD

📞 503-516-9441

✉️ sabina.leybold@gmail.com

💻 www.sabinaleybold.com

EDUCATION & CERTIFICATIONS

- **Ithaca College**
AUGUST 2013 - MAY 2017
Bachelor of Science in Communication Management and Design, summa cum laude
- **HubSpot Inbound Marketing Certified**
- **HubSpot Email Marketing Certified**
- **Google AdWords Certified**

SKILLS

Microsoft Office	● ● ● ● ●
Photoshop	● ● ● ● ●
WordPress	● ● ● ● ●
Photography	● ● ● ● ●
Spanish language	● ● ● ● ●
InDesign	● ● ● ● ●

WRITING & MARKETING EXPERIENCE

- **Student Writer/Editor, Ithaca College Strategic Marketing and Communications**
AUGUST 2015 - MAY 2017
Pitched stories, interviewed subjects, and wrote feature articles for multiple audiences. Edited peers' articles and proofread Fuse magazine for design and copy errors.
- **Student Leadership Consultant, Ithaca College Student Engagement & Multicultural Affairs**
JANUARY 2016 - MAY 2017
Managed multiple projects simultaneously, including event planning and creating email newsletters about student opportunities. Provided customer service via phone, email, and in-person visits.
- **Content Writer, thinkCHARM**
JULY 2015 - DECEMBER 2016
Wrote and edited blog articles, e-books, and case studies about pop-up marketing for client WisePops. Ghostwrote guest posts for Instapage and Startuplister blogs.
- **Social Media Intern, Project Look Sharp**
AUGUST - DECEMBER 2016
Created and updated editorial content calendar. Shared media literacy news across social platforms. Performed analytics reports and interpreted data from social traffic.
- **Marketing Strategy Associate, Think Topography**
MAY - AUGUST 2016
Developed comprehensive marketing plan to improve brand communication and awareness. Designed infographics and Facebook ad campaign for client app.