

# SABINA LEYBOLD

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💻 www.sabinaleybold.com

## MARKETING + WRITING EXPERIENCE

- **Marketing Manger - Brand Communications, Hero Digital**  
FEBRUARY 2019 - PRESENT  
Managed all internal and external brand communications, including developing and executing thought leadership strategy, producing marketing collateral (blog + social, email campaigns, case studies), and supporting merger + acquisition communication.
- **Social & MarCom Coordinator, Hero Digital**  
APRIL 2018 - FEBRUARY 2019  
Wrote and edited blog and social media posts, optimized website content for SEO, created and managed email and paid social campaigns, and submitted client work for awards programs.
- **Student Writer/Editor, Ithaca College Strategic Marketing + Communications**  
AUGUST 2015 - MAY 2017  
Pitched topics, interviewed subjects, and wrote feature articles for multiple audiences. Edited colleagues' articles and proofread Fuse magazine for design and copy errors.
- **Freelance 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.
- **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.

## EDUCATION & CERTIFICATIONS

- **Ithaca College**  
GRADUATED MAY 2017  
Bachelor of Science in Communication Management and Design, summa cum laude
- **HubSpot Certified: Inbound & Email Marketing**
- **Google Certified: Analytics & Ads**

## SKILLS

Photoshop	● ● ● ● ●
WordPress	● ● ● ● ●
SEO	● ● ● ● ●
LinkedIn Ads	● ● ● ● ●
Pardot	● ● ● ● ●
InDesign	● ● ● ● ●