


SABINA LEYBOLD

 503-516-9441

 sabina.leybold@gmail.com

 sabinaleybold.com

EDUCATION

Ithaca College

Bachelor of Science,
Communication
Management + Design
summa cum laude

SKILLS

Pardot
Photoshop
WordPress
SEO
LinkedIn Ads

CERTIFICATIONS

HubSpot: Inbound,
Email Marketing

Google: Ads, Analytics

AFFILIATIONS

Member, Content
Strategy Philly

Member, PhillyCHI

Volunteer, Built By Girls

Member, Together Digital

MARKETING + WRITING EXPERIENCE

Hero Digital | Philadelphia, PA

SENIOR ASSOCIATE, BRAND MARKETING | *February 2019-Present*

- Work directly with Chief Marketing Officer to manage all company brand communications, including during current rebrand process
- Develop Hero's "content ecosystem" strategy and liaise with senior leadership to execute thought leadership
- Conduct content audits for Hero website redesigns & collaborate with UX designers and developers to gather content requirements for CMS
- Lead internal and external acquisition communications & plan integration and migration of acquired companies' website content
- Manage relationship with public relations agency partner
- Plus responsibilities below

SOCIAL & MARCOM COORDINATOR | *April 2018-February 2019*

- Wrote blog and social media posts & analyzed monthly metrics
- Conducted keyword research & optimized Hero's website content for SEO
- Planned, developed, and managed email and paid social campaigns
- Created and submitted applications for speaking engagements and awards based on client case studies

Ithaca College Office of Strategic Marketing & Communications | Ithaca, NY

STUDENT WRITER/EDITOR | *August 2015-May 2017*

- Pitched content topics, interviewed subjects, and wrote feature articles for *Fuse*, IC's prospective student magazine, and IC News, IC's news outlet for campus and alumni communities
- Contributed ideas to support *Fuse*'s new short-form editorial strategy
- Learned about marketing and crisis communications in higher education

thinkCHARM | Portland, OR

FREELANCE COPYWRITER | *July 2015-December 2016*

- Researched, wrote, and edited content series about pop-up marketing for SaaS client WisePops, including blog articles, ebooks, and case studies
- Wrote SEO-optimized website copy for dentist client
- Ghostwrote guest posts for Instapage and Startuptools blogs