


SABINA LEYBOLD

 503-516-9441

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 sabinaleybold.com

EDUCATION

Ithaca College

Bachelor of Science,
Communication
Management + Design
summa cum laude

SKILLS / SOFTWARE

Miro
InVision / Freehand
Photoshop
WordPress
SEO (Moz, BrightEdge)
Pardot

CERTIFICATIONS

HubSpot: Inbound,
Email Marketing

Google: Ads, Analytics

AFFILIATIONS

Member, Content
Strategy Philly

Member, PhillyCHI

Volunteer, Built By Girls

CONTENT STRATEGY + CREATION EXPERIENCE

Hero Digital | Philadelphia, PA

CONTENT STRATEGIST | *February 2021–Present*

- Map complex customer journeys and develop personalized content strategies
- Identify content gaps through audits, data analysis, and social listening
- Present content planning and refinements to client stakeholders weekly
- Plus messaging strategy and copywriting responsibilities below
- Currently fully resourced to healthcare/pharmaceutical startup

ASSOCIATE COPYWRITER | *December 2019–February 2021*

- Identified and prioritized client content needs through brainstorming and workshop sessions, crafted brand narratives, and refined messaging
- Wrote copy & provided creative direction for web, email, SMS, social, and video
- Clients included a philanthropic foundation, financial services company, and healthcare/pharmaceutical startup

SENIOR ASSOCIATE, BRAND MARKETING | *February–December 2019*

- Worked directly with Chief Marketing Officer to manage total company rebrand process from external communications to employee training
- Championed content strategy for internal website redesign, including interviewing stakeholders, conducting content audits, writing site copy, and gathering CMS requirements in collaboration with UX designers & developers
- Led acquisition communications for internal and external audiences
- Planned integration & migration of acquired companies' website content
- 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

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 prospective student, campus community, and alumni publications