

Sabrina Margot Epstein

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STRATEGIC SKILLS

Integrated Marketing | Influencer Marketing & Brand Partnerships | Event Marketing & Activation | Campaign Strategy | Digital & Social Media Marketing | Content Strategy & Development | Retention Marketing

CONSULTING EXPERIENCE

HANGARFOUR CREATIVE – DKC NEWS

Los Angeles, CA

Influencer Marketing Strategist

Nov 2025 — present

- Architect multi-channel influencer strategies for Fortune 500 brands, managing 20+ concurrent creator partnerships across entertainment, financial services, and consumer goods verticals
- Build proprietary influencer vetting framework that reduced creator sourcing time 60% and improves campaign performance through strategic audience matching
- Design scalable campaign infrastructure including SOW templates and performance tracking systems that enable measurable ROI reporting across multiple brand categories

GREATER DOWNTOWN GLENDALE ASSOCIATION

Los Angeles, CA

Marketing & Client Partnerships Lead

Feb 2024 — present

- Led content strategy and website refresh from concept to launch, project managing creative workflows, defining project scope, and aligning cross-functional teams to expand brand messaging for local businesses
- Launched digital marketing campaigns that increased reach 575% and boosted engagement 916% within one month
- Oversee all content initiatives including written copy, email, and social, managing marketing budget and using performance data to boost audience engagement, serving as central liaison for sponsors and stakeholders

AMOUR VERT

Los Angeles, CA

Brand Marketing Manager

Oct 2024 — Jan 2025

- Unified content strategy across social, email, and retail marketing into integrated campaigns across 12 retail locations, using performance analytics to identify content opportunities and drive concurrent execution across multiple locations
- Launched seasonal content programs across multiple retail locations, blending in-store activations, merchandising initiatives, and strategic partnerships to drive +30% traffic increases
- Negotiated content partnerships that increased regional visibility and contributed to a 10% sales uptick

CARUSO

Los Angeles, CA

Events & Brand Marketing Manager

Oct 2023 — Jan 2024

- Coordinated brand activations and content, pairing experiential with integrated messaging to drive +25% traffic
- Oversaw stakeholder partnerships, vendor coordination, and production timelines to deliver large-scale programs on schedule
- Developed brand experiences that integrated experiential and point-of-purchase touchpoints, increasing engagement 15%

FULL-TIME EXPERIENCE

STUDIO71

Los Angeles, CA

Junior Account Executive, Brand Partnerships & Influencer Marketing

Jul 2022 — Jul 2023

- Managed marketing initiatives generating \$1.2M in annual sales through account strategy and optimization
- Designed customized brand strategies and marketing programs that improved client alignment, increasing retention 15%
- Secured new partnerships that expanded the business pipeline and drove consistent account growth

ACCELERATION COMMUNITY OF COMPANIES (ACC)

Los Angeles, CA

Marketing Coordinator, Brand Strategy

Jun 2021 — Jul 2022

- Contributed to multi-channel marketing campaigns for T Mobile, HBO, and Nike, blending earned, social, experiential, influencer, and paid advertising tactics to increase brand visibility 25% managing high volumes of project coordination
- Facilitated talent partnerships and content initiatives for HBO Max, generating 1.67B impressions and \$1.48M in ad value through PR and digital execution, implementing workflow automation and coordinating stakeholder communication throughout
- Supported creative development and production coordination for Coachella activations, combining on site experiences with social and paid media strategies while coordinating production workflows with systematic risk identification and resolution

TECHNICAL PROFICIENCIES

- Marketing Platforms: Google Analytics, Salesforce, Shopify, Sprout Social, Traackr, CreatorIQ
- Creative Tools: Adobe Creative Suite (InDesign, Illustrator, Photoshop, Express), Canva
- Project Management & Productivity: Asana, Monday.com, Slack, Microsoft Office Suite (Excel, PowerPoint, Word, Outlook, Teams)
- Analytics: Ad Tracking, Campaign Performance Analysis & Reporting

EDUCATION

UNIVERSITY OF MICHIGAN

Ann Arbor, MI

Bachelor of Arts, Major in Psychology; Minors in Sales & Marketing and Crime & Justice

Sep 2016 — May 2020

UNIVERSITY OF NEW SOUTH WALES

Sydney, AUS

Study Abroad Program

Feb 2019 — May 2019