

Sabrina Margot Epstein

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STRATEGIC SKILLS

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

CONSULTING EXPERIENCE

GREATER DOWNTOWN GLENDALE ASSOCIATION

Los Angeles, CA

Marketing & Partnerships Lead

Feb 2024 — present

- Launched digital marketing campaigns that increased reach 575% and boosted engagement 916% within one month
- Led event marketing for International Women's Day, doubling ticket sales and driving 248% growth in audience awareness year over year
- Spearheaded the Glendale Business Directory project, managing vendor selection, budgeting and timelines in Asana to deliver the resource on schedule and expand online visibility for hundreds of local businesses
- Manage vendor communication and payment processes, facilitated weekly planning meetings and produced monthly performance reports to keep projects on track and within budget

AMOUR VERT

Los Angeles, CA

Brand Marketing Manager

Oct 2024 — Jan 2025

- Integrated previously siloed marketing channels (social, email, retail) into unified campaign strategy, increasing engagement 5% and growing followers 10%
- Orchestrated promotional campaigns across 12 retail stores, driving a 30% increase in foot traffic and contributing to a 15% uplift in store sales during peak seasons
- Negotiated with mall management to secure marketing placements, improving visibility and increasing regional sales by 10%

CARUSO

Los Angeles, CA

Events & Brand Experiences Manager

Oct 2023 — Jan 2024

- Led seasonal event marketing initiatives attracting 1,000 to 10,000+ attendees, driving a 25% increase in tenant foot traffic
- Coordinated vendor relationships, talent selection, and production timelines to deliver successful events on schedule
- Conceptualized and executed branded experiences in collaboration with sponsors, generating a 15% increase in customer engagement

JACKSON HOLE INTERNATIONAL FILM FESTIVAL (JHIFF)

Jackson, WY

Marketing Manager

Jul 2023 — Dec 2023

- Strategized marketing strategy across digital platforms, increasing event awareness by 65% and boosting ticket sales by 30%
- Engaged with filmmakers and VIP guests to create engaging content and social media moments throughout the festival
- Created innovative sponsorship opportunities with local vendors and patrons, generating a 20% increase in funding

FULL-TIME EXPERIENCE

STUDIO71

Los Angeles, CA

Junior Account Executive, Brand Partnerships & Talent

Jul 2022 — Jul 2023

- Directed influencer campaigns contributing to \$1.2 million in annual sales through strategic brand collaborations
- Optimized the talent acquisition process through customized talent rosters and campaign strategies, increasing client retention 15%
- Secured strategic agency and brand partnerships driving consistent new business growth and account expansion

ACCELERATION COMMUNITY OF COMPANIES (ACC)

Los Angeles, CA

Brand Strategy Coordinator

Jun 2021 — Jul 2022

- Implemented integrated marketing campaigns for T-Mobile, HBO, and Nike, contributing to a 25% growth in brand visibility
- Managed talent partnerships and event execution for HBO Max campaign, earning 1.67B impressions and \$1.48M in ad value
- Developed creative strategies for Coachella activations, driving a 12% increase in audience engagement

TECHNICAL PROFICIENCIES

- **Marketing Platforms:** Google Analytics, Salesforce, Shopify
- **Email & Social:** Custom CMS Platforms, Social Media Management Tools
- **Creative Tools:** Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Canva
- **Project Management & Productivity:** Monday.com, Asana, 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