

# Sabrina Margot Epstein

Los Angeles Metropolitan Area | (202) 821-8363 | epsteinsabrina@gmail.com | [LinkedIn](#) | [Portfolio](#)

## STRATEGIC SKILLS

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Integrated Marketing | Influencer Marketing & Brand Partnerships | Event Marketing & Activation | Campaign Strategy | Digital & Social Media Marketing & Platform Strategy | Content Strategy & Development | B2C & B2B Content Marketing

## CONSULTING EXPERIENCE

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### HANGARFOUR CREATIVE – DKC NEWS

Los Angeles, CA

*Influencer Marketing Strategist*

Nov 2025 — present

- Execute full-funnel influencer strategy across 20+ concurrent partnerships for Dyson, Albert, and NEST New York, owning every stage from creator sourcing and contract negotiation to content execution across Instagram, TikTok, and YouTube
- Own brand governance, content review, and FTC compliance workflows for regulated verticals including fintech, flagging issues pre-client review to streamline approvals and reduce revision cycles
- Build SOW templates, social content calendars, campaign timelines, and performance reporting frameworks that streamline workflows across five concurrent client accounts

### GREATER DOWNTOWN GLENDALE ASSOCIATION

Los Angeles, CA

*Marketing & Client Partnerships Lead*

Feb 2024 — Mar 2026

- Drove year-over-year growth for International Women's Day event through multi-channel marketing campaigns stakeholder partnerships, doubling ticket sales 248%, digital reach up 575%, and engagement 916% in one month
- 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 managing multiple simultaneous project timelines
- Oversaw all content initiatives including short-form video, written copy, email, and social, using performance analytics to boost audience engagement and serving as central liaison for sponsors and stakeholders

### AMOUR VERT

Los Angeles, CA

*Brand Marketing Manager*

Oct 2024 — Jan 2025

- Unified content strategy across Instagram, TikTok, email, and retail 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
- Administered 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

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### 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

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- Project management & collaboration: Airtable, Asana, Monday.com, Slack, Microsoft Office Suite, GSuite
- Creative & campaign development: Adobe Creative Suite (InDesign, Illustrator, Premiere Pro), Canva
- Digital platforms: Creator IQ, Google Analytics, Klaviyo, Looker Studio, Salesforce, SEO & local search, Shopify, Sprout, Wix

## EDUCATION

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### 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