

Sabrina Margot Epstein

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

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, driving a 575% increase in reach and a 916% boost in audience engagement within one month
- Drove strategic event marketing initiatives including International Women's Day Event, doubling ticket sales and achieving 248% growth in audience awareness
- Cultivated partnerships with local sponsors, enhancing event visibility and contributing to a 20% rise in community engagement

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
- Designed with store managers to create market-specific experiential events, driving incremental local sales growth
- 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:** Monday.com, Asana, Slack
- **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