

TALIA SABBATH

CREATIVE MARKETER



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SUMMARY //

A highly-motivated and productive candidate with a major in Marketing and minors in Fashion and Communication from the University of Arizona. Strengths include strong computer skills using Adobe & Microsoft Office, creative and critical thinking skills, a team player who communicates and shares innovative ideas, organized and responds promptly with new work challenges.

EDUCATION //

**University of Arizona, Eller College of Management
Tucson, AZ**

Bachelor of Science in Business Administration,
May 2019

- Major: Marketing
- Minors: Fashion and Communication
- Honors: Arizona Excellence Tuition Scholarship, Eller College of Management Rising Star Award, Eller College of Management Academic Achievement Award, Salute to Excellence Academic Award, Axel Influencer Award, Top 50 Collegiate Women in Eller, Dean's List Honors

SKILLS //

Microsoft Office



Adobe Photoshop



Adobe Illustrator



Market Research



SEO Keyword Research



Facebook Ads Manager



Google Ads Manager



Copywriting: Social, Blog, & Email



Qualitative & Quantitative Data



Project Management



WORK EXPERIENCE //

Carol Fox & Associates

Digital Marketing Manager

Chicago, IL // August 2025 - October 2025

- Led the strategy, execution, and optimization of digital marketing campaigns across social channels (Meta & LinkedIn) to drive measurable results for a diverse client portfolio in the arts and entertainment industries, and in-house for CF&A
- Collaborated with account teams to align digital initiatives with broader PR and marketing objectives, enhancing overall campaign performance and client satisfaction
- Analyzed campaign data and delivered actionable insights, identifying opportunities for optimization and growth
- Developed a cohesive content calendar in Airtable to streamline the Social Media Team's workflow, automate post tracking, and organize deliverables to maintain a consistent publishing schedule for Instagram, Facebook, and LinkedIn
- Directed CF&A's thought leadership and case study initiative, aiming to launch the blog under the name, 'Fox Insights', by end of 2025 and cross-promote content across social media—both organically and through paid campaigns—to engage industry professionals and business decision makers to help drive new business opportunities for the company

Black Digital

Marketing Content Writer (Contract, Part-time)

Remote // November 2022 - August 2025

- Wrote social media copy and developed campaign-specific social media toolkits for Meta (In-feed & Stories), Twitter (X), and LinkedIn for Black Digital and Black Digital's clients
- Planned and executed social media content calendars and scheduled posts on optimal days and times in Sprout Social following content approval
- Collaborated closely with the design team on social media graphics (carousels, stories, static and video content)
- Executed robust social media campaigns: Black History Month, Women's History Month, and Black Business Month for Black Digital and The Executive Leadership Council (ELC) - a nonprofit dedicated to increasing the number of global executives
- Developed social media impact reports, which included analysis of impressions, engagement rate, video views, and net audience growth, as well as identification of top and bottom-performing posts, and an outline of future goals and content objectives to drive continuous improvement in social media performance

Article Student Living

Digital Marketing Specialist

Chicago, IL // September 2024 - August 2025

- Oversaw 20 in-house ad accounts for student housing properties, ensuring optimal ad performance on search, display, and social channels
- Optimized digital ad campaigns to achieve a 5%+ conversion rate at a \$50 or lower cost per conversion on search through strategic keyword, device, and location bid adjustments
- Launched the Marketing Team's first Snapchat ads, exceeding a 0.70% CTR benchmark while maintaining a CPC below \$2
- Developed budget recommendations for properties behind on leasing to help increase traffic to the properties and generate leads
- Presented bi-weekly performance updates to the Vice President of Marketing, providing insights on pacing, budget spend, conversion rates, and key optimizations made to improve campaign effectiveness
- Worked closely with on-site property teams to refine digital ad strategies, optimizing targeting and messaging to drive lead traffic and increase leasing velocity ahead of the upcoming school year

FUN FACTS //

Sports: I was a competitive gymnast for 14 years. My favorite event was the Uneven Bars.

Activities: American Advertising Federation (2015 - 2017), Public Relations Student Society of America Chapter President (2018-2019)

Interests: Interior design, traveling, trying new restaurants

Relevant coursework: Brand Management, Communication and Public Relations, Buyer Behavior, Advanced SEO Strategies Certification: Rank Your Website in Google Search