

# TALIA SABBATH

www.taliasabbath.com



## 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. An efficient, enthusiastic, resourceful, and detail-oriented candidate who completes thorough accurate volume of work within a required time frame.

## EDUCATION //

### New York School of Interior Design (NYSID), Online

- Program: Basic Interior Design Certificate

### 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 //

Copywriting, Proofreading, Quantitative and Qualitative Analysis, Project Management, Market Research, Meta Ads Manager, Google Ads Manager, SEO Keyword Research

## PLATFORM EXPERIENCE //

Monday.com, Asana, Trello, ClickUp, Microsoft Office, Slack, Google Workspace, Sprout Social, Hootsuite, Google Analytics, Semrush, ChatGPT, Canva, Adobe Creative Cloud, AutoCAD

## FUN FACTS //

**Interests:** Exercising, Traveling, Architecture, Interior Design

**Relevant Coursework:** Colors for Interiors, Basic Drafting, Historical Styles, Construction Documents

## WORK EXPERIENCE //

### Article Student Living

#### Digital Marketing Specialist

Chicago, IL // September 2024 - Present

- Oversee 20 in-house ad accounts for student housing properties, ensuring optimal ad performance on search, display, and social channels
- Optimize 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
- Develop budget recommendations for properties behind on leasing to help increase traffic to the properties
- Present 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
- Work closely with on-site property and sales teams to refine digital ad strategies, optimizing targeting and messaging to drive lead traffic and increase leasing velocity ahead of the upcoming school year

### Black Digital

#### Marketing Content Writer (Contract, Part-time)

Remote // November 2022 - Present

- Write social media copy and create social media toolkits for Meta (In-feed & Stories), Twitter (X), and LinkedIn for Black Digital and Black Digital's clients
- Plan and execute social media content calendars and schedule posts in Sprout Social following content approval
- Work closely with the design team on creative ideation and execution for social media graphics (carousels, stories, static and video content)
- Execute robust social media campaigns that include: Black History Month, Women's History Month, and Black Business Month for Black Digital and The Executive Leadership Council (ELC)
- Develop social media impact reports, which include 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

### Concord Direct

#### Digital Marketing Specialist

Remote // December 2022 - January 2024

- Managed the direct response paid media programs for four nonprofit clients
- Worked with the account, creative, and strategy team to execute and develop paid media strategies for each client -- which included paid channels to either continue investing in or test, creative direction for each campaign, targeted audiences, and a high-level budget forecast and projections spreadsheet
- Delegated and oversaw our paid media contractor's tasks to ensure campaign trafficking and optimizing remained efficient
- Led knowledge shares and bi-weekly meetings to discuss paid media updates: A/B testing results, creative analyses, MTD & YTD performance across all paid channels, campaign optimizations, and fiscal year budget updates
- Executed monthly and quarterly reports outlining campaign performance and highlighting top-line metrics that measured the effectiveness of the paid ads

### Democratic National Committee (DNC)

#### Senior Digital Ads Strategist

Remote // October 2021 - August 2022

- Trafficked and optimized direct response ads on Meta and Google
- Created monthly direct response media plans ranging from \$200K-\$1M
- Project managed a \$3 million bulk acquisition investment with the goal to purchase valuable names to add to the DNC's email list
- Reported weekly on the lifetime value of our bulk acquisition investments
- Executed daily reporting on our MTD CPA's and immediate returns (ROAS) across all of our live ads on Meta, Google, and native display channels (Outbrain & Yahoo)
- Managed vendor communication with our native platforms we ran display ads with and requested optimizations to help improve campaign performance
- Developed and launched the DNC's first merchandise ads on Meta and worked closely with the store manager to set our campaigns up for success
- Worked cross-functionally with the creative and email team to produce ad content
- Set up campaign redirect pages and URLs with the appropriate KPI sourcing and tracking parameters for Meta, Google, and native campaigns
- Submitted all invoices and ensured they were processed for payment