

# TALIA SABBATH

CREATIVE MARKETER



PHONE: [REDACTED]

EMAIL: [REDACTED]

WEBSITE: [www.taliasabbath.com](http://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.

## 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



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

- 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

**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
- 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 gymnast for 14 years.  
My favorite event were 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