

# Emily Tara Sabalbaro

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*Results-focused storyteller driven to audition words until they make the cut.*

## **Marketing & Communications Manager**, Big Brothers Big Sisters Independence, Philadelphia, PA **Nov. 2019–present**

- Supported 16% revenue growth in 2020 through compelling storytelling showing the devastating impact of the pandemic and racial injustice on the youth we serve.
- Copywriter on social media campaigns, donor presentations, corporate pitch decks, ads, executive talking points, quarterly board reports, press releases, program fact sheets, and marketing collateral.
- Responded immediately to current events to compose COVID-19 communications and official statements unapologetically declaring Black Lives Matter.
- Vocal advocate on Diversity, Equity, and Inclusion (DEI) Committee and Youth Voice Working Group.

## **Marketing Consultant**, Freelance, Philadelphia, PA

**Sep. 2015 – Nov. 2019**

- **Munroe Creative Partners**: Developed fresh website copy and marketing toolkit for client Radian to launch their new brand homegenius, a full-service real estate solution. Successfully pitched client on agency team.
- **Marketing Queen**: Laid the foundation for owner Crystal Dove to solicit new clients, by setting her up with solid copy to launch Marketing Queen 2.0, a completely new website for her marketing consulting brand.
- **The Philly POPS**: Developed a digital advertising campaign for Christmas Spectacular, resulting in \$1.35M ticket sales revenue, surpassing all prior years. Wrote daily eblasts that were responsible for 95% of total ticket sales.
- **Yoga & Fitness Studios**: Launched 3 new studios by defining brand voices through original websites and social copy, collateral, media releases, promotional event copy, and strategic partnerships.

## **Director of Marketing**, National Constitution Center, Philadelphia, PA

**Sep. 2014 – Sep. 2015**

- Launched groundbreaking gay rights exhibition to coincide with historic Supreme Court ruling in *Obergefell v. Hodges* that resulted in \$350K in earned revenue.
- Developed strategic partnerships with Google, C-SPAN, and Voice of America, achieving 12K unique site visits.
- Directed \$1M annual budget for traveling exhibits, general museum marketing, and lectures.

## The Franklin Institute, Philadelphia, PA

Jan. 2012 – Sep. 2014

### **Promotions Manager**

**Sep. 2013 – Sep. 2014**

- Developed promotional ticketing partnerships that achieved \$548K in revenue.
- Executed strategic advertising campaigns that delivered 19M impressions in print and outdoor and 3600 TRPs for television and radio per special exhibit.

### **Marketing Coordinator**

**Jan. 2012 – Sep. 2013**

- Convinced leadership to launch Instagram profile in 2012. Grew followers to several thousand by 2014.
- Managed \$2M in combined budgets for traveling exhibits and general museum marketing.
- Fulfilled \$20K in trade packages for the Philadelphia Science Festival.

## **Northeast Territory Manager Campus Programs**, Kaplan Professional, Philadelphia, PA

**Aug. 2010 – Sep. 2011**

- Promoted custom test prep courses to 300 colleges and negotiated 7 sponsorship agreements.

## **Assistant Account Executive, Coca-Cola**, Momentum Worldwide, Washington, D.C.

**Jun. 2008 – Jul. 2010**

- Finalist for Sponsorship Program of the Year at National Association of Collegiate Marketing Administrators.

## **Education: American University**, Washington, D.C.

**May 2008**

*Magna cum laude*; BA, Public Communication, minor Marketing; University Honors Program; Dean's List

**Digital Skills:** AP Style, Constant Contact, Campaign Monitor, Salesforce, Meltwater, Critical Mention, Altru, Microsoft Office, Adobe Photoshop, Google Ad Words, Facebook, Twitter, Instagram, LinkedIn, Pinterest, YouTube, Hootsuite

**Bio:** DEI & LGBTQ+ advocate, paid blogger, ultra-marathoner, certified yoga instructor, stroke survivor, wedding contest winner, mentor, volunteer marketing instructor to middle schoolers