

SABINA LEYBOLD



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sabinaleybold.com

Experienced content strategist with expertise in information architecture, UX, stakeholder communication, accessibility, and more.

CONTENT STRATEGY EXPERIENCE

FFW | SENIOR CONTENT DESIGNER | *October 2021–Present*

- Consult digital transformation clients through the content strategy challenges of rebranding, replatforming and data migration, content syndication, design system consolidation, business expansion, and localization
- Facilitate Discovery and Design phase workshops to share recommendations from audits and analyses, gather platform requirements, and collaborate with clients on in-progress UX design work
- Enhance information architecture through sitemap creation, navigation planning taxonomy integration, and design system wireframing with functionality annotation, including supporting tree testing and card sorting
- Collaborate with colleagues in UX Research to emphasize user-centered approaches, Visual Design to bring content and UX strategies to life, and Solutions/Tech to ensure implementation feasibility and maintain scope
- Create and maintain robust internal Confluence to compile best practices, document project learnings, and establish templates that promote efficiency, consistency, and knowledge sharing within the content practice
- Mentor junior and mid-level team members, identify cross-sell and up-sell opportunities to retain clients longer over time, and support pitch, estimation, and kickoff processes
- Clients include CertainTeed, Hologic, National Kidney Foundation, and Fannie Mae

JPL | SENIOR DIGITAL CONTENT WRITER | *June 2021–October 2021*

- Conducted content audits and keyword research, created wireframes and campaign concepts, and wrote copy for web, print, video, and digital media
- Clients included Quest Diagnostics, PlayPower, and Pensacola Christian College

Hero Digital | CONTENT STRATEGIST | *February–May 2021*

Prev: Associate Copywriter, Sr. Associate Brand Marketing, Social & Marcom Coordinator | *April 2018–February 2021*

- Mapped complex customer journeys, identified content gaps through audits, data analysis, and social listening, and developed content and personalization strategies from acquisition through advocacy
- Prioritized client content needs through brainstorming and workshop sessions, crafted brand narratives and refined messaging, and presented content planning and refinements to client stakeholders weekly
- Wrote copy & provided creative direction for web, email, SMS, social, and video
- Championed content strategy for internal website redesign and post-acquisition content integration, including analyzing metrics and SEO research, interviewing stakeholders, conducting audits, writing site copy, and gathering CMS requirements in collaboration with UX designers & developers
- Clients included Robert Wood Johnson Foundation, Heartland Payment Services, and Gelesis (Plenity)

EDUCATION

Ithaca College | BACHELOR OF SCIENCE, COMMUNICATION MANAGEMENT & DESIGN, *summa cum laude*