

Sabrina D. Fenster

Marketing
Communications

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CAREER EXPERIENCE

Freelance Social Media Strategist

Self Employed | September 2013 – Present

- Freelance marketing and account management with a digital agency based in New York. Managed a New York-based fashion and tech startup, and all their social media activities (Facebook, Twitter, Pinterest, Instagram, Pose, Lucky Network, Tumblr, Google+, and rewardStyle).
- Managed social media accounts for the digital agency, along with a Wordpress recipe plugin for food + drink content creators.
- Part time Social Media Strategist for local digital agency, managing social media activities and overall account management for a local restaurant, hospital foundation, and health and fitness training facility.
- Provide photography and blogging content to Vegas-based fashion blogger platform, 'The Shelf'
- Develop and execute on blogger and media outreach for the opening of Vancouver-based, 'Experience Headphones'
- Write fashion columns for Vancity Buzz and Fashion Magazine, covering larger scale events like Squamish Festival and Vancouver Fashion Week.
- Manage StreetScout.Me, a local street style and fashion blog. Activities include partnership building, photography, planning blogger meet ups, content marketing/blogging, and social media strategizing.

Director of Marketing (4 Month Contract)

Weddingful – Social Wedding Community | April – August 2013

- Create and implement marketing strategies to push the Weddingful brand forward to engaged couples and wedding business professionals
- Assisted in product development and promotions to increase sales on eCommerce website
- Develop and manage a content marketing strategy targeting new and existing customers
- Develop and manage all social media channels, email, blog, and distribution of contact across those channels
- Write press releases, create industry-specific media lists, develop key PR angles to secure media coverage
- Create relationships with key media in the wedding industry, and found early success through coverage on Refinery29 and Huffington Post
- Develop, execute, and analyze weekly email campaigns (MailChimp)
- Create, evaluate, and optimize PPC, mainly through Facebook advertising to drive daily customer leads
- Develop, monitor, optimize, and iterate on landing pages to drive daily customer leads (Unbounce)
- Plan video shoots to highlight Weddingful networking events and the CEOs engagement
- Plan and execute Wedding Business Professionals Networking 2013 at Terminal City Club

Marketing Manager

SoMedia Networks | February 2012 – April 2013

- Assist in the development and implementation of marketing plans for existing and new video products
- Work closely with VP Marketing to devise communication strategy and B2B marketing programs for agency resellers across North America
- Create custom video marketing plans and campaigns for partners
- Work with partners regularly to develop press releases, custom marketing collateral, infographics, white papers, eBooks, case studies, landing pages, newsletters and other communication material
- Implement and execute email marketing campaigns to build thought leadership and extend special offers
- Participate in the launch of a technology-driven automated video resale product and website rebrand
- Develop video storyboards and work closely with animators and producers on corporate video concepts
- Collaborate closely with design, development and other marketing functions to ensure a consistent look and feel of messages, graphic images, campaigns, promotional materials, and technology-driven products

- Develop collateral for business development and investor relations purposes
- Plan investor road shows and other corporate events

Marketing & Community Manager

mTrip Travel Guides | January 2010 – November 2011

- Participate in launch of travel guide application for iPhone, iPad, iPod, Android & the Web
- Develop & implement brand strategies, communication, and tactical plans for new & existing products
- Manage all social media channels, community engagement, and blogging efforts
- Develop public relations program and strong relationships with the media
- Gain press coverage in well-recognized blogs, magazines, newspapers and radio (The New York Times, USA Today, Associated Press, Wall Street Journal, LA Times, msnbc, TechCrunch, Travel + Leisure, etc...)
- Guide product development to improve features and user experience
- Execute product and marketing campaigns for distribution into multiple online channels
- Manage white label clients through product development and launch
- Create demo videos for mTrip's products
- Participate in trade show events to pitch the product to media, investors, and the general public
- Achieved all large-scale goals and milestones that were established for the launch of mTrip Travel Guides

Co-Owner & Director

Strut Productions Inc. | May 2008 – January 2010

Own and direct boutique agency specializing in fashion, beauty, lifestyle brands, arts, and culture. Clients include award shows in film & television, fashion designers, non-profits organizations, and fashion weeks.

Campaigns include: marketing & brand strategy, media relations, B2B sales for fashion designers, event coordination (theme development, fashion show execution, Red Carpet coordination, sponsorship solicitation, event partners, as well as media & celebrity management).

Associate Producer

Vancouver Fashion Week | February 2006 – May 2008

- Hire and manage Vancouver Fashion Week executive team, volunteers, designers, models, and exhibitors
- Source sponsors, advertisers, venues, and suppliers for production of fashion shows and related events
- Develop and manage proposals and contracts with well-aligned sponsors
- Develop public relations campaign in lead-up; press releasing, media invites, media relations
- Promote event via advertising, social media, direct and online marketing tactics
- Provide direction to designers for media wall, website, event guide, email marketing, and other collateral
- Organize and manage front-of-house staff for week long event

Marketing & Development Manager

Canadian Gene Cure Foundation | June 2007 – January 2008

- Promote foundation through public relations initiatives and trade shows
- Develop press and marketing collateral, including press releases, brochures, newsletters, business cards, flyers, press & sponsorship kits
- Develop relationships with medical geneticists, genetic counselors, and pharmaceutical sponsors
- Maintain SEO-driven content for website
- Guide agency (Syntrix Marketing & Design) in creating new website platform
- Fundraise & seek sponsorships from pharmaceutical companies and the public for genetics programs

Marketing Intern

Cossette Communication Group | March 2007 – May 2007

- Assist with account management team within the promotion side of Blitz
- Management of McDonald's street team for Telus Ski & Snowboard Festival
- Assist in planning and execution of a Tourism Familiarization Tour for Canada Line Rapid Transit

- Organization of various tasks for Tourism BC and Manitoba Telecom Services (MTS) accounts

OTHER RELEVANT MARKETING EXPERIENCE

Co-Founder/Street Style Blogger/Style Scout

StreetScout.Me | September 2011 – Present

- Created blog featuring global street style & fashion, with a larger focus on Canada
- Manage WordPress site, publishing, social media, email marketing, guest articles, and brand partnerships
- Manage team of contributors from different parts of the world
- Photograph fashionable people on the streets for publication on StreetScout.Me
- Post-process raw photos in LightRoom using StreetScout.Me's style guide
- Wrote street style article for print publication, PhotoEd, featured at Chapters and Indigo, alongside other well-known street style bloggers
- Participate in 'Skype Passion Project' in collaboration with very well known street style blogger, Facehunter

Vice President

BCIT Marketing Association (BCITMA) | Sept. 2006 – May 2007

- Co-lead & represent a student-run association of more than 100 members
- Lead the Exhibition Competition for the American Marketing Association Collegiate Conference
- Create Chapter Plan and Annual Report for the AMA Collegiate awards (see awards)
- Coordinate internal operations and managed executive board

Volunteer Experience

Planned/hosted brunch for Mayor, Sam Sullivan / Coordinated "Brunch with the Mayor" for 2008 membership drive
Vancouver Board of Trade - Leaders of Tomorrow Mentorship Program; Vancouver, BC American Marketing Association (AMA) Member; Burnaby, BC BCITMA & AMA Collegiate Conference Committees; Burnaby, BC

EDUCATION

British Columbia Institute of Technology (BCIT)

Marketing Management, Marketing Communications | 2005 – 2007

Concordia University

Bachelor of Arts, Psychology | 2001 - 2005

TECHNOLOGY EXPERIENCE

Wordpress, Photoshop, Hootsuite, TweetDeck, Buffer App, Social Bro, Sprout Social, rewardStyle, ShopSense, TimeDoctor, InDesign, Screenflow, Dreamweaver, Wordpress, Adobe LightRoom, Outlook, Zoho CRM, all MS Office programs.

AWARDS & CERTIFICATES

Two Exhibition Competition awards – AMA Collegiate Conference Outstanding Chapter Planning Award – AMA Collegiate Conference Placed third out of more than 300 eligible schools in AMA Collegiate Case Study