

S A B R I N A

WHO I AM

Meticulous communicator,
complexity translator,
community builder,
teller of stories – yours, mine, ours.



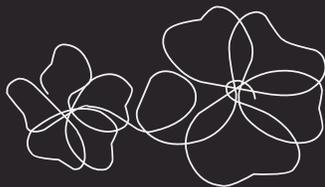
Writer

Artist

Storyteller

EDUCATION

Montana State University
August 2012 – December 2015
Bachelor of Arts in English, Writing &
Bachelor of Liberal Arts, Honors College
Outstanding Freshman Award in the English
Department



SUMMARY

9+ Years Experience

Branding

SEO

Every Marketing Touchpoint

Where I've Been

SENIOR COPYWRITER

Agency FIFTY3

February 2024 – Present

I returned to AF3 to rebrand the agency and continue developing brands and content for our clients. I create new brand strategies, names, taglines, and messaging, write SEO website and blog content, craft campaigns, email marketing, social media copy, and more – for AF3, corporate clients, and multifamily communities nationwide.

CONTENT SPECIALIST

Evolve

February 2023 – September 2023

I moved to the Content team to dedicate more time to SEO strategy and content for vacation rental guests and business owners. Website and blog content, email marketing, and campaigns included travel and hospitality, investment and real estate growth, and social responsibility topics.

COPYWRITER

Evolve

November 2021 – February 2023

I joined Evolve to help guide the company through their first documented rebrand, which included a full brand book with voice and messaging guidelines. I was also lead writer for the company's first social responsibility initiatives.

SENIOR COPYWRITER

Agency FIFTY3

March 2021 – November 2021

I grew the Copy team and services enough to hire a small team. No longer AF3's only copywriter, I trained and mentored this team while continuing to perform all brand and copywriting services for the agency and our clients.

COPYWRITER

Agency FIFTY3

September 2019 – March 2021

I started at AF3, under Cardinal Group Companies, when their Copy team and services were brand new. As the only writer on a design-heavy Creative team, I led and improved all existing copy services and created new offerings.

SOCIAL MEDIA + CONTENT SPECIALIST

booj / REMAX

July 2016 – September 2019

booj was a real estate tech start-up that was acquired by RE/MAX during my tenure. I managed and wrote SEO blog content, created social media calendars and posts, and performed all content outreach for Enterprise Network clients.

Sabrina Hayes