

MADI SABO

Content Producer. Social Maven. Community Manager.
madisabo.com

HARBOR

Digital Project Manager
March 2023 - Present

- Develop and execute 360° digital campaigns to promote Harbor services, nearly doubling amount of followers and engagement since starting
- Act as brand ambassador for Harbor's online presence across social media platforms, website, & newsletters
- Partnered with CEO and Sr Management to lead oversight of Harbor's website redesign, ensuring alignment with the company's voice and values
- Curate content and maintain backend of Harbor's website
- Host live events on social and create graphics, videos, and gifs to promote film releases, festivals, events, giveaways, and brand collaborations
- Monitor social media and website analytics to provide data-driven insights and inform marketing decisions through A/B testing
- Produce and edit monthly magazines and weekly newsletters sent to 35k clients globally

Marketing Coordinator
June 2022 - March 2023

- Oversaw the scheduling and content calendar for all social media channels, ensuring a consistent and cohesive brand narrative and timely content delivery
- Collaborated across departments to ensure consistent messaging and brand alignment across all marketing efforts
- Led film festival press, asset management, and social content for Harbor films at selected festivals
- Constructed new production workflows in Airtable and successfully integrated the updated process company-wide through training
- Created database and process for archiving all Harbor films and commercials

TRIBECA FESTIVAL

Immersive Docent
June 2021

- Assisted creators to facilitate interactive elements of films and ensure satisfaction with presentation
- Serviced attendees through troubleshooting and answering questions related to space and creation
- Guided patrons through immersive space to ensure best possible screening experience

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Technology Analyst
July 2019 - June 2021

- Led daily sprints as Scrum Master to keep projects on track, improving team efficiency and creativity
- Applied knowledge of data and campaign analytics to follow trends and draw audience conclusions
- Collaborated with clients to determine critical data domains, unlocking hidden business value within data
- Implemented strategies through new technologies and addressed changing industry needs, strengthening clients' market position and improving competitive advantages

CONTACT

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EDUCATION

University of Michigan,
Ann Arbor, MI

Bachelor of Science in
Information: UX Design &
Social Media
Sept 2015 - May 2019

SKILLS

360° Marketing Campaigns
Google Analytics 4
Content Scheduling
Sprout Social
Adobe Creative Cloud
Mailchimp
A/B Testing
Canva
Editorial
Web Design
HTML, CSS
Python