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Top Skills

Lead Generation

Project Management

WordPress

Languages

Spanish

Sign language (Elementary)

Certifications

YouTube Certified

YouTube Certified

Creative Certification

Get started using Google Analytics

Project Management: Technical
Projects

Honors-Awards

On Target performance score

Honor Roll

California Golden State Exam
Scholarship

Honor Roll

SABRINA B.

Inventive problem solver. Growth marketer. Crazy work ethic.

San Francisco, California, United States

Summary

Data-based growth marketer specializing in the unique fusion of lifestyle, SaaS, and human interests: human connection and economic empowerment, that are leveraging emerging technologies, with experience in startups aiming to build for (enterprise level) scale.

Not in my wheelhouse: sports, medical, legal, real estate, sales, HR. Fintech remains an interpolating variable.

My work philosophy is: there's me, there's you, and then there's this third entity (the organization) that we both must keep alive. We must keep egos in check and keep it about the work.

I have over a decade's worth of experience in Silicon Valley (Bay Area native) spread across 27 paid + 30 volunteer roles and counting...

Experience

Internet Sabrina

Founder

November 2014 - Present (9 years 3 months)

United States

Individual Contributor/Freelance/Contractor

(Please see the full list of client companies herein.)

Over a decade of experience with 27 paid (4 promotions; 1 managerial and 2 director roles) and 27 volunteer roles.

Founder of all (un)listed intellectual property.

Not counting my first job at 15 years old, I hold 16 years' worth of professional career experience in tech and in working directly with entrepreneurs in Silicon Valley. I'm a dynamic and strategic marketer with a 13-year career storyline

of successful project management. I've acted as a product marketer, project manager, cross-functional liaison, product specialist, content creator, event and logistics coordinator, support agent, copywriter, UI/UX advisor, QA, and A/B tester for rapidly growing SMBs as well as Fortune 500 companies.

Facebook

Global Community Manager II

September 2019 - February 2020 (6 months)

Menlo Park, CA

- Managed internal [employee] dogfooding tester program (~1k+ users) for Facebook's Portal device.
- Set the growth + communication strategy for content that exposes and promotes the Portal dogfooding program throughout the entire product lifecycle -- from initial product introduction (first generation products) to helping the Portal Product, Design, and Eng. teams separate signal/noise in the Portal tester feedback Facebook Groups, and through the software and hardware iteration process.
- Worked cross-functionally with Product, Design, and Engineering to align together on the weekly Release Notes software update reports, bringing to light prevalent bugs, feature requests, and user education content.

There was not enough work to keep me occupied and thus onboard and I made the preemptive error in judgment by pointing this out to my contracting company and was immediately let go by them via text message while on the return shuttle home. (Such moves remain the epitome of class and professionalism?) Frankly, I saw it more as having refused to previously lie on my time card after I'd truly finished for the day.

YouTube

YouTube TV — Community Specialist

December 2017 - April 2019 (1 year 5 months)

San Bruno, California, United States

- Led weekly cross-functional meetings w/ YouTube TV product specialists and taxonomists located in San Jose, CA; Austin, TX; and Hyderabad, India where both my improvements to user feedback reporting flows plus having SMEs triage Pulse yielded a positive user feedback reporting increase of 366% — a reporting increase in Pulse from 300 to 1,400 reports/day. (08/2018)
- Clearer prioritization of app store announcements of feature updates/rollouts and bug fixes.

- Trust & Safety. Crimson Hexagon to locate YouTube Kids content violations, 30/day.
- Daily bug triaging produced an average of 3 bugs/month filed in Buganizer, helping to protect millions of YouTube Kids viewers.
- Led quarterly YouTube TV app review feedback meetings w/ senior Eng. leads and Product Specialist. Charted quantitative and qualitative trends in iOS and Android app store ratings, and analyzed feedback sentiment to improve go-to-market and ASO strategy.
- Delivered quarterly product insights to improve UX for over 300k subscribers, improving YouTube TV's Net Promoter Score.
- Advocated for accessibility features for hard of hearing and low vision users by way of closed captioning for every video and ReactiveTouch SDK for tactile feedback that provides low vision users with contact-sensitive options.
- Improved internal feedback funnel via internal weekly comms: UserVoice feedback trend reports across iOS, Android, and in-app feedback systems, surfaced bug reports for Eng. and highlighted feature requests so the Product team would launch the features that users wanted most, increasing MoM user retention.

Despite my contract being recently renewed for another year at YouTube TV, for reasons beyond my immediate control, I was forced to relinquish the contract early as I wasn't paid sufficiently enough to remain in the SF Bay Area, and as the SLA would have it, contractors must be on-site and thusly I wouldn't be able to work from a remote office in a more affordable location. I loved this job.

YouTube

Community Specialist

July 2016 - May 2017 (11 months)

San Bruno, California, United States

- The collective voice of @TeamYouTube, reaching an audience of over 250k followers on Twitter.
- Created preset written responses for training materials for agents at Google's Global Social Support team members to scale support operations for round-the-clock user support, maintaining a written response QA score in the 90th percentile.
- Measured user sentiment deltas before/after engaging w/ Google Support agents using Conversocial.
- Improved YouTube's Help Center by maximizing opportunities for new/refreshed content.

- QA and A/B tested a new Support AI algorithm. Revised AI auto-response recommendations by crafting personable well-informed replies to then be used by Accenture agents at Google's global Support sites.
- Delivered daily analytic reports to cross-functional Operations/Product/Eng. team members regarding Creator community insights and trends, influencer activity and concerns, bugs, and product feedback.
- Alpha tested the Salesforce Social Studio social monitoring tool before public release.

Zendesk

Community Manager

August 2015 - April 2016 (9 months)

San Francisco Bay Area

- Grew Zendesk's Relate audience by increasing Facebook and Twitter following by a combined 19% using a combination of organic and paid content.
- Grew Relate website traffic by 28% to maximize sales for the Relate Live international event series; analyzed and improved the process as we built it out.
- Crafted copy for paid Facebook ad campaigns to promote both the Relate brand blog and event series, hitting aggressive 10-15% growth KPIs within the first 3 months.
- Maximized industry influencer networks using Traackr. Successfully engaged and courted influencers so that they'd love us back, engage with the brand publicly and help fuel the promotion of our brand/event.
- Curated a monthly social performance analytics deck tracking MoM% growth on all channels.

Digitzs

Social Media Marketing Consultant

October 2015 - December 2015 (3 months)

San Francisco Bay Area

- Collaborated with the Architect of Operations to orchestrate market research before building out a digital media show as a means of building brand awareness, educating top-of-funnel users, and connecting with thought leaders and influencers in the fintech space.

Sunshine Technologies Inc.

6 months

Director of Community

March 2015 - June 2015 (4 months)

San Francisco Bay Area

- Established social media accounts, joining the appropriate groups/forums along with following the correct hashtags for optimal signal-to-noise by identifying thought-leaders and opening with warm intros.
- Identified and connected with influencers within the super niche weather nerd and meteorology space.
- QA tested the early private Alpha iOS app using TestFlight.

Wrapped amicably. Both co-founders sought the cost-effective services of a digital agency as I was one person doing the work of several.

Community Manager

January 2015 - March 2015 (3 months)

San Francisco Bay Area

- Brand voice across all channels: website, blog, social, and in-app messaging.
- Researched and developed user personas based on online demographic field market research.
- Commissioned Sunshine's Demo User How-To video with an outsourced media production company, Anvil & Iris.
- Used YouTube Analytics data to better optimize viewer watch time.
- Interviewed beta testers for monthly mobile user feedback sessions using Lookback.io.
- PR outreach. Garnered positive press coverage in Slate alongside the Apple Watch launch, Adweek, and Tech Cocktail.
- QA tested the private Beta iOS app using TestFlight.

Mimoco, Inc.

Community Manager

September 2014 - February 2015 (6 months)

San Francisco Bay Area

- Maximized e-commerce tailored analytics to facilitate data-driven retail marketing and merchandising using Jirafe to reduce abandoned carts, and increase sales; when crossed with user satisfaction surveys this would in turn positively increase our Net Promoter Score.
- Brand voice of social with an audience of 12k on Twitter, 15k on Facebook, and 2.6k on Instagram.
- Delivered location and language-specific multilingual social content with geographical targeting to Mimoco's international customers using Facebook's demographic targeting filters.

- Conceptualize specialized and holiday contests including promotional copy, rules, and forms of entry.
- Developed visual and written content for social media which we cost-effectively repurposed for paid Facebook and Instagram ad campaigns, increasing site traffic by an average 1-2% MoM.
- Wrote monthly affiliate content to drive site visits through blog SEO referral traffic.

CMX

Community Manager

September 2014 - December 2014 (4 months)

San Francisco Bay Area

- Live blogged/tweeted for seven hours during a sold-out [300+ attendees] CMX Summit, the world's largest gathering of community professionals featuring top-notch industry speakers from Fortune 500 company Salesforce and startup darling Airbnb.
- Managed ticket sales and oversaw day-of logistics for several smaller CMX Series events, a monthly event catering to the local community management scene.
- Organized and proofread monthly affiliate blog posts using Wordpress for a modestly sized yet highly valuable and engaged audience of 1k Twitter followers.

Style Lend

7 months

Manager of Content & Community Operations

June 2014 - September 2014 (4 months)

San Francisco Bay Area

- Commissioned company 'Welcome' and app How-To videos. Oversaw video concept, script, location, and budget.
- Overhauled WordPress blog design using Balsamiq. Produced and promoted monthly events to foster a sense of community and drive sales.
- Tracked unique visitor growth and new account creation metrics using a paid Facebook Ads campaign.
- Managed two interns: a Wordpress UX Designer (remote) and a Blogger (onsite/offsite).

The CEO expanded operations to the East Coast and didn't want to have a satellite office on the West Coast nor have anyone work remotely.

Community Manager

March 2014 - June 2014 (4 months)

San Francisco Bay Area

- Leveraged Google Suite Business Solutions to create cost-effective solutions that provided a smoother flow of information for inventory management, customer experience feedback, and sales tracking.
- Improved user experience through crafting clearer site copy.
- Leveraged UXPin to provide feedback conversations with off-site Eng. and Developer teams.
- Installed and Q/A company Zendesk account.

Weld Inc

Community Manager

May 2013 - May 2014 (1 year 1 month)

- Managed UserVoice and parsed feedback to Prod/Dev teams.
- Content creation: Blog posts, product update emails, FAQ, support copy.
- QA tested iOS private Beta app using TestFlight on behalf of the Product team prior to App Store release.
- Reviewed and provided UI/UX feedback to Dev team for the IOs app and site.

Fandor

Client Success Manager

September 2012 - May 2014 (1 year 9 months)

San Francisco Bay Area

- Improved efforts to win back lost customers by an impressive ~1,200% (an increase from 30 to 380 emails) in 3 months by sending hundreds of personalized emails to Fandor Exit Survey participants.
- Collected Salesforce Desk, UserVoice, and email survey feedback from several thousand customers.
- Delivered monthly user-submitted product and content requests in Pivotal Tracker to the CTO.

Coffee & Power

Marketing Assistant

September 2012 - November 2012 (3 months)

San Francisco Bay Area

Coffee & Power, founded by Philip Rosedale of Linden Labs, was an online marketplace where people can buy and sell services. Coffee & Power users perform “missions” for each other ranging from software development to graphic design, to chauffeur service to making zombie

costumes. Coffee & Power offered a virtual currency called C\$ – backed by US\$ – as compensation. In the Beta period, Coffee & Power users have exchanged over \$10,000 across hundreds of missions. Coffee & Power preceded Zaarley or TaskRabbit — before they existed, there was Coffee & Power.

- Grew database listing of 100 Bay Area coworking venues by 10% through 1:1 in-person meetings.
- Formed relationships with coworking space managers to encourage C&P app usage between owners and patrons. Summarized salient feedback from coworking space managers for product design team.
- Oversaw successful Facebook Ads run and sold out attendance to three-part Future of Work event series featuring company Founder & CEO, Philip Rosedale.

THRIVEGulu

Community Organizer

May 2012 - July 2012 (3 months)

SF/LA/Africa

- Supported social and event logistics for the launch event during the THRIVE charity rebranding.
- Oversaw onsite staff, vendor relations, sponsors, attendee communications, talent, VIP guests, press, and fundraising efforts.
- Ran \$5k targeted Facebook Ad campaign for a celebrity Meet & Greet. Sold out the event with surplus budget remaining.

Contract successfully fulfilled to completion.

The charity had been targeted by a grifter but all funds were successfully recovered.

Hipmunk

Community Manager

March 2012 - May 2012 (3 months)

San Francisco Bay Area

- Brand voice on social media. Engaged 500k members on G+, 10k Twitter followers, 22k Facebook fans.
- Forecasted 6-month social growth goals using PeopleBrowsr analytics.
- Compared company KPIs against industry competitors to maximize untapped audiences and brand visibility opportunities.

- Worked with Hipmunk's Senior Growth Manager to improve synchronicity between Hipmunk's blog content x SEO x online ad retargeting campaigns.
- Managed Business & Development partnership contests using Wildfire. Developed "surprise and delight" opportunities for users.

Their recent head of marketing hire turned out to be a terrible culture fit and a complete nightmare resulting in 3/4 of our marketing team to either be let go or to leave on their own accord before that became the case for them too. Nobody from that team made it to acquisition/exit. I was blatantly bullied by their in-house PR gal who then colluded with said head of marketing, and the rest is history. (Phew?)

ConnecTV

Content and Community Manager

December 2011 - March 2012 (4 months)

Emeryville, California, United States

- Social media: managed creations and scheduling for Twitter and Facebook using Hootsuite
- Growth: responsible for growing audience from nearly ground zero
- Content: managed site content of film and television media descriptions

I felt I'd been rather oversold on the product in addition to my role at the company. In my expertise, what I saw was an executive team of TV industry hires trying their hand at tech versus the other way around, and so I knew the company was doomed. I am only listing this job for technical purposes. This was my least favorite job and I've refused to list it on my resume or LinkedIn for over a decade. I happily departed for Hipmunk.

Bebo

Community Manager

December 2010 - December 2011 (1 year 1 month)

San Francisco, CA

- Was ushered in soon after Bebo's acquisition in June 2011 by Criterion Capital Partners for \$1 million back from AOL in order to optimize community management systems after two years of neglect which left a backlog of 3k support emails. With no additional bootstrap funding available, I applied elbow grease to create a system of standardized yet customizable Zendesk support boilerplate replies which reduced the 3k email backlog by more than 30% in under 90 days. (Throw me to the wolves and I'll bring back steak.)
- Managed a community of 10.7 million globally registered users.

- Maximized visibility of paid social ads using Hootsuite to post adverts during peak engagement hours.
- QA tested desktop site relaunch and private Beta mobile iOS (using TestFlight) launch during rebranding.
- My company value-add, according to the co-owner, Richie Hecker: figures stuff out quickly, creates “smarter not harder” processes via workflow analysis, and builds a clear-cut strategy.

In 2010 the then Co-Owner of the company, Richie Hecker, insisted that they write the third bullet point on my behalf. He has since also penned the cheeky corresponding reference listed on my LinkedIn profile.

SWITCH

9 months

Director of Special Events

July 2011 - November 2011 (5 months)

- Produced Bay Area networking series Founder Friday, reinventing the event from its former shell of itself, growing the event 6x from a casual 30-person gathering to a 200+ person blowout with a waitlist and a line out the door at an upscale venue positioned near art and cultural museums.
- Produced four (4) Founder Fridays locally, matured the series to become the internationally scaled Women 2.0 City Meetups.
- Founder Friday: created social accounts and assets, grew a sizable Twitter following from scratch, and received global attention from our Women 2.0's female entrepreneurial network. Grew to become an information hub for event series.
- Controlled all social media promotion for our Founder Friday event series.
- Created a spreadsheet for tracking and reporting sales and Founder Friday data.
- Remotely managed teams for our national Founder Friday event series.
- Managed event marketing email blast lists using Constant Contact.
- Part of the team overseeing the website redesign.
- Introduced the concept of and sketched MVP wireframes for the first Women 2.0 web app.

Event Coordinator

March 2011 - July 2011 (5 months)

- Event Coordinator: PITCH, Angel Roundtable, Founder Friday...
- Assisted with marketing duties, in conjunction with the Co-Founder on/offline.
- Hired extemporaneous event photographer and AV coordinator.

- Business and Development: actively search for and discover new areas of opportunity. (See: LinkedIn, Projects: Women 2.0 web app)
- Event promotion campaigns and promo codes, UTM links, surveys, Google forms...
- Presence, product, special events, etc.
- Brand evangelist 24/7.

Live Nation Entertainment

Event Operations

October 2010 - March 2011 (6 months)

San Francisco Bay Area

- Audited ticket sales in the TicketMaster tracking system at a per-venue level, adjusting for special promotions and reporting discrepancies.
- Created Twitter contests to increase attendance at shows for up-and-coming talent.
- Updated promotional copy on the website in HTML in Dreamweaver.

RooftopComedy

Marketing Coordinator

January 2009 - June 2009 (6 months)

San Francisco Bay Area

- Produced live entertainment tour across 32 U.S. universities, engaging over 5,000 patrons in 3 months.
- Increased tour sales through a MailChimp powered newsletter drip campaign using targeted email lists.
- Oversaw sales, program scheduling, VIP relations, and event supply logistics to Rooftop's three-day, entertainment festival in Aspen. Sold out tickets for all three, 500-seat shows. Laughed until my face hurt.
- Appointed by CEO to spearhead programming for the Talent Institute to foster young, emerging talent.
- Received a pay raise due to exhibiting an entrepreneurial hustle and crazy work ethic.

I was issued a raise per order of the CEO after several weeks on the job, a clerical error overpaid me but not enough to catch it until Rooftop offered me a promotion with pay slightly less than what I'd been receiving following my pay raise. I highlighted this discrepancy. Rooftop rescinded the offer. Then, Rooftop Comedy's CEO, Will Rogers, appointed me to spearhead the development of new programming for up-and-coming University talent. After completing the programming's first pass my then-manager fired me to

essentially steal all of my work and take the credit. The toxic manager, who'd once groped me at a team outing, (thankfully) did not make it to Rooftop's acquisition in 2014.

Gap Inc.

1 year 7 months

Business Analyst

December 2007 - December 2008 (1 year 1 month)

San Francisco Bay Area

- Developed a quarterly inventory management and financial reconciliation tool; the Receipts Reconciliation Tool. Assigned w/ root causing and solving over/under buying on behalf of GAP Inc. Canada (and beyond). Through problem comprehension, active dialogue w/ cross-functionals and colleagues, learning the necessary skills, and creative problem solving, I created a tool that would surface discrepancies between Buyers x Production x Finance with the click of a button.
- Met w/ sub-brand colleagues for a knowledge exchange in order to better understand the nature and complexities of the problem aiming to be resolved. (I was praised by management at the time because I "took copious notes".) Deepened understanding of supply chain and data warehousing.
- Built a product allocation+cost reconciliation tool (aka RRT) coding in Microsoft Visual Basic for Applications (VBA) and Microsoft Access SQL. Began to automate all other daily and weekly reporting.
- Notified and instructed other teams about RRT, collectively reducing workloads for several departments by anywhere from 15-50%. The project was self-started and successfully completed without any funding.
- Received a pay raise due to On Target Performance goals being met after the creation of the RRT.

An organizational shift within the ranks at GAP Inc. saw me reassigned to a new manager whose management style was known to be toxic. My former manager and I had held a positive and productive symbiotic manager/direct report dynamic.

Though the Receipts Reconciliation Tool was nothing to look at, it worked and solved the given problem perfectly. Other head Merchandisers both impressed and made jealous by what I'd accomplished through RRT attempted to recreate the tool which wound up costing our team upwards of \$7k USD in special IT project fees. None of the subsequent tools that followed worked. Framed as an incompetent floozy by jealous managers, I was wrongfully terminated and forced to leave for more creative work.

Merchandising Assistant

June 2007 - December 2007 (7 months)

San Francisco, California, United States

- Ran weekly inventory sales reports, these charted trends that demonstrated statistical sales models during planning and buying meetings.
- Learned VBA within the first six months on the job, specifically to create the Receipts Reconciliation Tool. (See: media links and projects sections)
- Used VBA to automate reports and shared knowledge with/ all cross-functional departments.

Education

Harvard Online

· (November 2023)

Massachusetts Institute of Technology

Social Psychology · (2018 - 2018)

Fashion Institute of Design & Merchandising

Associate of Arts, Marketing · (July 2005 - July 2007)

FIDM

Associate of Arts - AA, Design and Visual Communications, General · (October 2004 - April 2005)