

SABRINA H. ELDREDGE

San Francisco-based media strategist with 11+ years of digital experience and a proven ability to engage mass audiences online.

STRENGTHS

Social media strategy, digital content production, project management, partner relations, marketing strategies, user engagement, writing, editing, UX design, virtual merchandising, community development, photo editing, and trendspotting

EXPERIENCE

SUGAR INC SAN FRANCISCO, CA

Sr Marketing Manager, PopSugar's Retail Therapy June 2010 – Present

Member of a small team in charge of developing and launching PopSugar's Retail Therapy, Sugar Inc's foray into social gaming on Facebook. Responsible for cultivating great relationships with marketing and retail partners, monitoring and analyzing virtual merchandise performance, devising ways to grow audience and increase awareness, writing requirement documents, storyboarding game functionality, fostering community on Facebook/email, and working with media team to secure future in-game integrations and promotions.

Product Manager / Product Marketing, OnSugar August 2008 – May 2010

Hand-selected to help create, launch, and establish OnSugar.com, Sugar Inc's blogging platform and in-house CMS tool. Devised and executed feature roadmap, including requirement documents and new feature wireframes. Managed development timeline to ensure all deadlines were hit and requirements met. Fostered strong community ties and used social media to manage relationships for new, existing, and potential bloggers. Created plans for all marketing campaigns, promotional contests, and event sponsorships.

Editor, YumSugar November 2006 – July 2008

Helped take YumSugar, Sugar Inc's food and entertaining website, from launch to a large player in the online space. Managed editorial staff to set the tone and direction for the site, including maintaining daily and monthly editorial calendars. Conceived, researched, and produced multiple stories each day with very tight deadlines. Created strategies to increase web traffic and unique visitors via marketing promotions, giveaways, and social media. Interacted with PR firms to gain access to exclusive interviews and behind-the-scenes coverage with many celebrity chefs, top tier events, and cooking shows.

WILLIAMS-SONOMA INC SAN FRANCISCO, CA

Digital Marketing Coordinator, Pottery Barn July 2006 – November 2006

Designed, coordinated, and executed two to three weekly email campaigns. Responsible for redesigning templates to correspond with new marketing strategies, including A/B testing campaigns to increase conversion. Worked closely with copywriters to create on-brand copy, and assisted in art direction of online merchandise photography.

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EXPERIENCE

TOWER DIRECT INC WEST SACRAMENTO, CA

Lead Artist / UX Designer, Tower Records August 2002 – June 2006

Designed and executed all UI design, promotional ads, email campaigns, and package inserts for TowerRecords.com. Led a complete site overhaul, with special concentration on checkout, product information, and search results. The changes resulted in lower cart abandonment, and higher customer conversion. Worked with marketing division to create innovative promotions and spearheaded effort to bring visual continuity between online and brick-and-mortar divisions.

SCO / TARANTELLA INC SANTA CRUZ, CA / CAMBRIDGE, UK

Internet Manager June 1999 – November 2001

Part of a small team responsible for all corporate website UI and functionality, and all online marketing collateral and tools. Created regional versions of corporate site and tools, meeting with foreign agencies to ensure quality and continuity. Oversaw European partner market and maintained necessary marketing tools and collateral, creating new ones as needed. Designed and coded an interactive map-based database to allow customers to find products. Led team in encoding meeting audio and video for streaming purposes.

EDUCATION

UNIVERSITY OF CALIFORNIA SANTA CRUZ 2000

BA Fine Arts/Photography - BA Computer Science

Graduated with Honors, Irwin Scholar

Co-founder and president of the Student Art Movement (1998-2000)

President of the Porter Photo Guild (1999-2000)

Teaching Assistant for various digital and computer arts courses

SKILLS

Google Analytics, Facebook Insights, Photoshop, Dreamweaver, CSS, HTML, OmniGraffle, Excel, Word, PowerPoint, Kontagent, various blogging & social platforms (including Wordpress, Tumblr, Facebook and Twitter), excellent writing and editing skills, conversational Chinese, Mac & PC proficiency

INTERESTS

Photography, recipe testing, travel, new restaurants, live music, volunteering at 826 Valencia, baking chocolate chip cookies, doodling, learning new things, and anything fun

REFERENCES

Available upon request