

SABINA BHASIN



Creative + Content Director | Journalist | Psychologist in training

CONTACT ME

PHONE	EMAIL	WEBSITE
248-891-2777	Sabina@Sabinawrites.com	sabinawrites.com

ABOUT ME

Sabina brings 16 years of experience as a journalist, marketer, and leader. She is creative, and innovative and was not only published but quoted in national publications, like WSJ, NBC News, and more. Most recently served as Associate Creative Director (ACD, C) at Envisionit, an award-winning full-service marketing agency focusing on B2B audiences in the Healthcare and Fintech space. A graduate of Indiana University and New York Film Academy, Sabina is a lifelong learner and is driven to create an impact and affect positive change. So, she is now pursuing a Master's in Clinical Psychology to advocate for mental health normalization.

EDUCATION

2020-2025	2008-2009	2002-2006
MA CLINICAL PSYCHOLOGY	DIGITAL JOURNALISM	BA COMMUNICATIONS
Roosevelt University, Chicago	New York Film Academy, NY	Indiana University, Bloomington

EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR / ENVISIONIT

2021- Present // Chicago

Lead and execute creative projects with ownership of a clever, research-based vision from ideation through execution with management accountability for achieving campaign goals and client satisfaction. Manage a team of freelancers and full-time designers, copywriters, art directors, and motion directors to execute the client-approved vision. Client-facing presenting agency work in digital, OOO, video, web, and more for clients in Fintech, Healthtech, Healthcare, and CPG. Clients: SeedInvest/Start Engine and their startups; Circle; Navy Pier; Nixplay; NMI and more.

HEAD OF CONTENT / C2C, THE GOOGLE CLOUD CUSTOMER COMMUNITY

2020-2021 // Chicago

Advanced from Content Manager to a strategic leader within six months.

Built, led, managed, and empowered a high-performing, close-knit, and respected team of strategists, producers, creatives, coordinators, and freelancers with budget ownership. We owned the global community content strategy (focusing on 7 core tech, product, business verticals, and DE&I topics, like mental health). We also conducted and owned audience and persona research and development. While leading, I served as the global community product creator, owner, and manager building key relationships with partners and C-Suite leaders and building product roadmaps. Successfully launched the first-of-its-kind Google Startup community with content and events on C2C with key stakeholders and program managers across global Google. I also hosted interviewed, and wrote for live and on-demand conversations about cloud strategy, Google Cloud, DE&I, culture, business, and more with C-Suite executives. Finally, head writer producing 100+ content pieces used in acquisition and engagement campaigns and educational content for members (scaled to 12K in on year).

PRINCIPAL + OWNER / SABINA WRITES, LLC

2014-Present // Chicago, IL; Naples, FL; Nationwide

Written hundreds of digital educational and marketing pieces for B2B and B2C audiences. Provide UX, content strategy, and empathy mapping services. Produce, hosted, and manage a grief podcast and virtual grief community Launched, wrote, and built the website and supported programming for the 2020 virtual NAMI statewide conference

Clients: NAMI Illinois; AT&T; Tovar Snow Professionals; CBS Interactive; Naples Illustrated; Home & Design Magazine; Fit Nation Magazine; Mary Carol Fitzgerald Photography; Naples International Film Festival; Chicago International Movies, and Music Festival.

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EXPERIENCE

B2B MARKETING COMMUNICATION MANAGER / CLEVERBRIDGE

2017- 2019 // Chicago

Owned and managed ABM and general email strategy, and video projects from ideation through execution and distribution. Improved perception and engagement with a multi-channel global communications strategy through NPS surveys. Used new channels/mediums on projects for clients grossing 70% of annual revenue. Reduced creative spending by 30% by producing video content targeting B2B audiences. Increased email engagement (OR) from 15% to 24% by redesigning templates. Named innovator for developing a video program adopted companywide.

CONTENT MARKETING MANAGER + INTERIM MARKETING DIRECTOR / NETWORKED INSIGHTS

2016-2017 // Chicago

Head of marketing through the American Family Insurance acquisition of NI including managing comms. and press earning mentions in CNBC and various other publications. Launched a re-branded website, and owned ideation, through execution including copywriting. Managed the \$4M marketing budget and strategically managed \$100K of paid social campaigns on LinkedIn. Provided The Wall Street Journal research and commentary about new Coca-Cola flavors. Increased B2C leads by 20% by partnering with strategic platforms for webinars. Built and managed automation using Pardot. Created five research reports used in social media lead-generation campaigns.

CREATIVE CONTENT DIRECTOR / PATTEN COMPANIES LLC

2014-Present // Chicago, IL; Naples, FL; Nationwide

Built and managed multi-channel digital and traditional campaigns leading to \$4M in sales in a single event. Created and led social media campaigns with 100s of buyer testimonials, custom videos, and graphics. Wrote, shot, edited, hosted, and voiced 30+ video pieces building brand awareness and recognition. Doubled audience size on Instagram and Facebook (400K). Quoted in various nationwide and local publications in Georgia, Texas, and Florida

PRINT, BROADCAST JOURNALISM AND INTERNATIONAL CAREER

2008-2014 // Florida; China

On-Air Reporter and Producer, WFTX, FOX 4, Fort Myers, FL (2014-2015)
 Assignment Manager, Waterman Broadcasting, ABC7/NBC2, Fort Myers, FL (2013-2014)
 Multimedia Journalist, Naples Daily News, Naples, FL (2010-2013)
 English Teacher and Marketing Manager, English First, Dongguan China (2008-2009)

SKILLS

Leadership, team building, and management. UX writing and research. Print and broadcast journalism. Digital, podcast, video host and producer including ideation, design, scriptwriting, shooting, editing, project management, vendor management, and AP Style. Digital strategy including social media, graphic design, SEO/SEM copywriting, editorial calendar development, and management. Skilled at cross-functional relationship building and influencing. Exceptional writing and copy-editing skills. Adobe Creative Suite, FCP, Monday.com, InSided, Airtable, HubSpot, DataStudio, Google Workspace, Microsoft Office, Vidyard, PowToon, Salesforce, and Figma.