







# Sabrina Davis

## CURRICULUM VITAE

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 Columbia, Maryland  
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### CORE STRENGTHS

- Public Speaking
- Emotional Intelligence
- Interpersonal Relationships
- Empathy & Listening
- Time Management
- Creative Problem Solving

### SKILLS

- Microsoft Office Suite
- Microsoft Dynamics CRM
- Salesforce CRM
- Waitlist
- Nielsen Connect
- EPIC
- Tableau
- Power BI
- DaVinci Resolve

### EDUCATION

|  |      |
|--|------|
| DOCTOR OF MARKETING, EXECUTIVE DOCTORAL PROGRAM (DPS)              | 2025 |
| Pace University, New York, New York                                |      |
| EXECUTIVE MASTER OF BUSINESS ADMINISTRATION (EMBA)                 | 2010 |
| Georgia State University, Atlanta, Georgia                         |      |
| BACHELOR OF SCIENCE IN POLITICAL SCIENCE/ PUBLIC ADMINISTRATION    | 1994 |
| Florida Agricultural & Mechanical University, Tallahassee, Florida |      |

### PROFILE

Innovative, senior-level business leader with a strong track record of delivering high-impact marketing, corporate communications, and business solutions for companies across multiple industries including automotive, entertainment, and telecommunications.

Excel at building, training, and optimizing the performance of skilled teams that continually exceed expectations. Skilled at partnering with members across all organizational levels to drive unified approaches to achieve business and financial objectives. Focused on streamlining and improving processes to enhance productivity and take operations to new levels of performance.

### PROFESSIONAL EXPERIENCE

NEUROPSYCHOLOGY SCHEDULING COORDINATOR II  
Kennedy Krieger Institute | Columbia, Maryland | 2016 to Present

Provide logistical support and coordination to doctors, providers and patients. I ensure that adequate administrative systems are in place and the team has the tools needed to execute daily operational tasks and activities.

- Built systems and process as the clinic expanded from 9 doctors and providers to over 40 doctors and providers
- Manages the maintenance of and updates to various databases (Epic Waitlist, Tableau and Power BI)
- Assists supervisor with the training of new Scheduling Coordinators
- Teacher at the annual Department of Family and Community Interventions Trainee Seminar Series (2021 – 2024)

EXPERTISE

- Competitive Intelligence
- Strategic Partnerships
- Data Analytics
- New Business Development
- Strategic Budgeting
- Strategic Marketing & Communication
- Market Forecasting & Penetration
- Brand Messaging & Positioning
- Strategic Planning & Execution
- Team Building & Leadership
- Training & Development
- Performance Management
- Continuous Improvement
- Program Development
- Sales & Marketing Strategies

CERTIFICATIONS

- PARTICIPATORY DEFENSE CERTIFICATION  
Silicon Valley De-Bug
- RESTORATIVE PRACTICES PRACTITIONER  
International Institute for Restorative Practices
- SPEED READING CERTIFICATION  
ExecuRead
- CPR, FIRST AID, & AED CERTIFICATION  
Red Cross

PROFESSIONAL EXPERIENCE continued

CHIEF OPERATING OFFICER

Stand up Baltimore | Baltimore, Maryland | 2016 – 2020

Secured funding for, launched, and continue to direct a non-profit start-up creating strategies and initiatives to help transform economically challenged, urban areas into safe, thriving communities. Deliver the vision and organizational roadmap that establish clear short-term and long-term goals.

- Built the Operations team from the ground up and provide the ongoing training and decisive leadership to optimize team performance.
- Forged a dynamic coalition of over 200 businesses providing 500+ volunteers that are the foundational component supporting all organizational efforts.
- Continue to make significant impacts on local communities including raising the critical funds to provide food and clothing to over 150 families during the winter of 2017.

CLIENT BUSINESS PARTNER

Muse Communication | Culver City, California | 2014 – 2016

Brought onboard to act as a strategic business partner and further strengthen relationships with key clients. Continually provided the strategic vision for and architected cross-functional programs across multiple disciplines including creative, strategy, media, client services, and more to ensure the highest quality deliverables were received by clients to promote loyalty and retention.

- Spearheaded multiple new product launches and business pitches while being relied upon by the agency and clients as a business/product subject matter expert.
- Delivered vital insights on brand positioning, market trends, competitive strategies, cross-selling initiatives to capitalize on emerging growth opportunities for clients.
- Partnered with the Strategic Planning team to develop project roadmaps, recommend key strategies, and gather consumer insights to maximize the performance of client initiatives.
- Succeeded in growing California Lottery sales by 2% over the prior year in 2016.
- Catalyzed an over 200% increase in business for the Honda Financial Services account.

ACCOUNT SUPERVISOR (TOYOTA)

Burrell Communication Group | Gardena, California | 2012 – 2014

Maximized return on investment (ROI) for Toyota, galvanizing agency personnel to deliver a series of major projects on time, under budget, and of exceptional quality to achieve several key goals for Toyota. Coordinated a series of programs requiring effective integration of multiple disciplines (strategy, media, production, etc.).

INTERESTS

- Reading
- Seeking Adventures
- Experiencing New Cultures
- Animals
- Seeing the World
- Cooking
- Good Conversations
- Gardening

PERSONAL SKILLS

- Teaching
- Works Well Under Pressure
- Organization
- Conflict Resolution
- Planning/Event Planning
- Creative Problem Solving

AWARDS

The Kennedy Krieger Institute  
43<sup>rd</sup> Annual Hersey Award  
2024 Recipient

PROFESSIONAL EXPERIENCE continued

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- Oversaw multiple new client product launches, leveraging exceptional creative thinking, problem-solving, and strategic insights to help propel new offerings to become dominant forces in competitive markets.
- Architected and launched the first true Total Market campaign as part of the Total Toyota (T2) Camry initiative in partnership with three sister agencies.

MARKETING MANAGER

Malham Leverage Group | Nashville, Tennessee | 2011 – 2012

Acted as the marketing visionary delivering key strategies to drive subscriber growth, maximize customer retention, and achieve/exceed ambitious sales/ROI targets. Fully accountable for creating all campaign test and measurement plans to ensure client business objectives were met. Created and managed brand communications across all channels.

- Developed email segmentation along with the roadmap to deliver trigger emails targeting high-potential audiences and streamlined existing email programs to consolidate messaging to existing and potential clients.
- Delivered three highly successful marketing plans for three different lines of business: Legal Intake Specialists, Med View Services, and Commercial for Lawyers with two of the three plans exceeding expectations by 15%.
- Integrated a CRM system process and established a high-performance client retention program.
- Spearheaded and successfully orchestrated the annual "CJ Conference" for clients.

SENIOR ACCOUNT EXECUTIVE / ACTING ACCOUNT SUPERVISOR

Moxie Interactive | Atlanta, Georgia | 2010 to 2011

Oversaw strategic marketing, advertising, and brand management for the Verizon account. Optimized the performance of an eight-member team orchestrating a series of projects that delivered high-impact, measurable results for the client. Directed all project scheduling, budgeting, and workflow from conception to final delivery.

- Innovated and implemented a new process that slashed overtime hours for the time by over 80%.
- Controlled the launch of several customized social media programs including Twitter Parties, Facebook Mother’s Day Sweepstakes, and Facebook Wall Applications for Holiday 2010.
- Collaborated with team leaders to develop a much more efficient resource planning system for projects.

## **PROFESSIONAL EXPERIENCE continued**

### SENIOR ACCOUNT EXECUTIVE

#### / SENIOR AUTOMATED INITIATIVES PROJECT SPECIALIST

BBDO Atlanta | Atlanta, Georgia | 2004 - 2010

Driving force behind a team of six specialists that created and executed award-winning advertising programs for clients. Served as a subject matter expert for new and existing customers seeking innovative solutions to take business growth, automation, and profitability to new levels of performance.

- Orchestrated complex workflow automation solutions for clients and developed agency job opening/routing web-based portals for use by both the agency and clients.
- Designed comprehensive client strategies incorporating components such as online media/creative, website development, e-commerce, mobile, social, search engine optimization (SEO), pay-per-click (PPC), and email.
- Identified/implemented several new workflow processes that significantly enhanced agency capabilities.
- Played a key role on the launch team for the 5-Bar Network Print and 2006 American Idol campaigns.
- Led the creative process from client briefing through execution for major advertising campaigns (DRTV, TV, TV Billboards, Radio - :30/:60, Radio Billboards - :5/:10/:15/:20, Print, DM, OOH, Internet)

### ACCOUNT EXECUTIVE/SENIOR ACCOUNT EXECUTIVE

Burrell Communication Group | Chicago, Illinois | 1999 – 2004

Directed high-value B2B/consumer advertising campaigns for Coca-Cola, Adidas, Nestlé, Hewlett-Packard, Verizon, and Softsheen with annual budgets ranging from \$1M to \$5M+ during previous tenure with the agency.

- Key initiatives coordinated included Coca-Cola/106 & Park “VJ for a Day” and “Coke in the Audience”, Hewlett-Packard (HP) sponsorship of the Travis Smiley “Blacks in Technology”, and the HP Trivia Game.
- Envisioned and directed digital brand marketing plans, promotional campaigns, and sweepstakes for Adidas (SL online sweepstakes), Coca-Cola, and Verizon.

## **LIST OF PEER-JURIED, BLIND-REFEREED CONFERENCE PAPERS**

### ABSTRACT ONLY

Davis, Sabrina and Leigh Anne Donovan (2023), “Manufactured Doubt and Stock Market Implications,” International Business Analytics Conference for Academic and Industry Professionals, Fredonia, NY.