

Sabrina Spodek

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Creative and data-driven social media and influencer strategist with 5+ years of experience leading digital campaigns, managing communities, and building brand narratives across TikTok, Instagram, X, and more. Skilled in turning insights into viral content, presenting social-first strategies to clients, and mentoring social teams. Awarded Best Content Writer by the Austin Advertising Foundation (2024).

SKILLS

Social Strategy | Influencer Partnerships | Community Management | Trend Forecasting | UGC Strategy | Content Creation | Copywriting | Campaign Reporting | Paid & Organic Social | Sprinklr | Sprout | Dash Hudson | Meta Ads Manager | Creative Briefing

EXPERIENCE

71West (2025-Present) Social Media Account Executive

- Own the organic social media strategy and daily execution for Marriott's global luxury brands, including The St. Regis and The Luxury Collection.
- Lead content planning, copywriting, and scheduling across Instagram, TikTok, and Facebook to elevate brand voice and engage affluent audiences.
- Manage influencer partnerships and real-time community engagement, ensuring alignment with brand identity and social goals.
- Serve as the strategic liaison between on-the-ground social execution and leadership teams, providing updates, insights, and recommendations.

Grey Group (2025) Social Media Community Manager - Contract

- Led community management for Angel Soft's viral 2025 Super Bowl campaign, providing real-time cross-platform coverage and responses during the commercial's airing.
- Managed day-to-day audience engagement across multiple Haleon brands, including Robitussin, Sensodyne, Pronamel, and Parodontax, ensuring brand voice consistency and quick-turn responsiveness.
- Strategically identified and executed proactive opportunities for engagement with cultural moments, brand partnerships, and trending conversations to build relevance and increase share of voice.

Nulo Pet Food (2024 - 2025) Senior Social Media & Influencer Manager

- Led the social and influencer strategy for Nulo, managing all organic content across Instagram, TikTok, Facebook, and Youtube, while elevating brand presence and voice.
- Oversaw partnerships with high-profile talent, including Olympic gold medalist Simone Biles and her dogs, developing campaign briefs, creative direction, and rollout strategies.
- Collaborated with internal creative teams and external partners to concept and produce platform-native content, driving increases in engagement and follower growth.

Butterworth Collective (2024) Senior Social Strategist

- Developed and executed social media strategies for CPG, beverage, and finance brands, aligning content with each client's unique voice and target audience.
- Led the creation of social briefs and campaign concepts while collaborating closely with creative and analytics teams to ensure content was both impactful and data-informed.
- Identified and pitched influencer partnerships, staying ahead of trends and cultural moments to drive engagement and brand relevance.

GSD&M (2022-2024) Social Strategist

- Led social strategy for the Air National Guard and Air Force Reserve social accounts, crafting cross-platform content to drive awareness and engagement.
- Briefed creatives and clients on emerging trends in culture, language, and format to drive relevance and recruit Gen Z audiences.
- Presented metrics and performance recaps to clients and internal stakeholders, using data to inform future campaigns.

Khoros (2021-2022) Social Media Community Manager

- Acted as the voice of major brands on social media, fostering authentic engagement and managing sentiment across platforms.
- Produced content and community reports, identifying key KPIs and social listening insights to inform brand decisions.
- Led client-facing meetings and contributed to onboarding and training new community managers.

L'Oréal Paris (2019-2020) Customer Marketing Specialist

- Supported national marketing activations for Target and Dollar General accounts.
- Created and analyzed P&L reports to guide budget decisions and optimize growth opportunities.
- Assisted with personalization strategy, shopper programs, and beauty event logistics.

EDUCATION

University of Texas at Austin – B.S. Advertising