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# SABRINA EISEN, MBA

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## OVERVIEW

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**Results-driven Marketing & Creative Professional with 5 years of experience** and a proven track record in commercial and residential real estate, legal services, recruiting, and financial services. Expert in leading end-to-end marketing strategies and complex projects, from managing multi-property portfolios and high-stakes feature releases to directing large-scale campaigns and events. Adept at leveraging data-driven insights and advanced digital tools to craft compelling content, optimize multi-channel engagement, and build strong cross-functional and client relationships that consistently drive measurable business growth and enhance brand visibility in competitive markets.

## PROFESSIONAL EXPERIENCE

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### EMONEY ADVISOR

*Enterprise Retention Marketing Strategist*

**Remote**

*Sept. 2024 – Present*

- Lead the end-to-end development of communication plans from scratch, managing the full execution cycle across email, blog, and in-app channels to drive audience engagement and loyalty.
- Managed the entire enterprise feature release process for high-value clients, including developing comprehensive, step-by-step documentation to streamline operations and ensure meticulous execution.
- Managed complex communications for diverse enterprise segments, with a primary focus on high-stakes home office relationships.
- Directed the full execution cycle for enterprise communication strategies, determining optimal channel delivery via newsletters, CSM outreach, and in-app messaging to ensure high-stakes information reaches the right audience at the right time.
- Manage the Communication Resource Center (CRC) end-to-end, delivering a monthly newsletter that increased open rates from 13% to 30% and click-through rates from 3% to 8.5% within three months through rigorous A/B testing and AI-driven metric analysis.
- Served as the primary communications lead for sensitive updates, crafting transparent messaging and talk tracks for service outages and feature sunsets to ensure consistency and maintain trust across the enterprise landscape.

### JONES LANG LASALLE, INC.

*Property Marketing Coordinator*

**Boston, MA**

*Aug. 2023 – Sept. 2024*

- Managed a robust portfolio of 60 properties for 80+ brokers, leading marketing strategy and projects across multiple East Coast markets.
- Leveraged the Adobe Creative Suite to design eye-catching marketing materials (signage, email campaigns, social media graphics).
- Directed the full lifecycle of high-impact marketing collateral, including brochures, websites, signage, and email campaigns, ensuring timely, high-quality delivery through seamless coordination with designers, vendors, brokers, and clients.
- Spearheaded the planning and execution of strategic broker events, overseeing logistics, managing budgets, and driving attendee engagement to enhance brand visibility and relationships.
- Coordinate end-to-end logistics for events, including vendor management, site selection, signage, catering, and corporate gifts to enhance brand visibility and relationships.
- Partnered directly with clients to develop and execute customized marketing plans, designing compelling materials and ensuring strategic alignment with their specific business goals.

### RUBERTO, ISRAEL & WEINER, P.C.

*Marketing Coordinator*

**Boston, MA**

*Apr. 2022 – Aug. 2023*

- Drove digital engagement and brand visibility by building and managing social media presence, achieving a 300%+ increase in LinkedIn followers and engagement.
- Spearheaded collaborative networking events with external firms, acting as the primary project lead to manage end-to-end logistics, including venue selection, scheduling, and multi-party coordination.
- Directed post-event marketing and financial reconciliation, capturing high-quality visual content for LinkedIn to drive firm visibility while partnering with accounting to manage final vendor payments.
- Led the end-to-end development and execution of high-impact marketing campaigns and firm-wide events, leveraging data-driven analytics to optimize digital platforms and craft compelling multi-channel collateral (graphics, copy, and PR) in collaboration with the CMO.

### INTERIOR MARKETING GROUP NYC

*Marketing and PR Assistant*

**New York, NY**

*Feb. 2021 – Aug. 2023*

- Analyzed market research and social media data to generate performance reports, providing actionable insights on content effectiveness, audience engagement, and campaign ROI.
- Contributed to high-quality visual content creation for multi-million dollar residential properties, assisting with staging and photoshoots for luxury real estate in competitive NYC markets.

### KIEVE-WAVUS EDUCATION, INC.

*Wilderness Trip Leader*

**Nobleboro, ME**

*June. 2017 – Aug. 2021*

- Led complex, multi-week wilderness expeditions for groups of up to 15 individuals, demonstrating exceptional leadership, logistical planning, and adaptive problem-solving in challenging environments.
- Designed and ran activities and themed events to maximize group engagement, utilizing creative programming to foster a sense of belonging and community cohesion.

## EDUCATION

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### BOSTON UNIVERSITY

*M.B.A. With Honors. GPA 3.6.*

**BOSTON, MA**

*August 2024*

- **Distinctions:** Awarded scholarship for academic excellence and high GMAT score.
- **Global Immersions:** Management of Luxury Business immersive learning experience in Milan, Italy. Client consulting project recommending strategies for website optimization; improved community engagement, process automation, and AI integration.

### THE UNIVERSITY OF NEW HAMPSHIRE

*B.A. With Honors in Communication. GPA 3.68*

**DURHAM, NH**

*May 2021*

- **Distinctions:** Dean's List: Spring 2018 - Fall 2018, Fall 2019 - Spring 2020

## PERSONAL

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- **Languages:** Spanish (fluent).
- **Interests:** Travel, hiking / backpacking, running, football (NFL and NCAA), basketball, reading, cooking, music

### CHARITY RUNS

- **Seacoast Half Marathon** in support of The Birchtree Center *October 2025*
- **Cambridge Half Marathon** in support of the City of Cambridge Scholarship Fund *November 2023*
- **Harpoon Five-Miler** in support of The Angel Fund for ALS Research *May 2023*
- **Providence Half Marathon** in support of the Make-A-Wish Foundation *May 2023*
- **Cherry Blossom 10-Miler** in support of Children's Miracle Network Hospitals *April 2023, April 2025*
- **Georgetown Half Marathon** in support of Mercy Center and Himalayan Children's Foundations *October 2022*