

Sabey Soto

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[Portfolio](#) · [LinkedIn](#)

Experience

Website Design Marketing Intern Westminster University | Salt Lake City, UT Feb 2024 – Present

- Edited website pages using Omni CMS, optimizing Metadata and Titles for improved SEO
- Designed social media content for Instagram and Tik Tok using Canva, Adobe Photoshop, Adobe Illustrator
- Improved brand visibility, achieving an average of 1,000 views per Instagram post and approximately 500 views per Story(August-present)
- Wrote for the alumni magazine by aligning with brand identity
- Writing audio description scripts for videos to enhance accessibility for visually impaired users, promoting inclusivity and compliance with accessibility standards

Social Media & Marketing Intern BRIXY | San Diego, CA December 2024 – Present

- Planned and executed social media calendars which included content themes for Tik Tok, working with partnerships and brand collaborations
- Conducted weekly and monthly reporting on social media performance outcomes
- Public Relations & Media Outreach: Built and maintained a targeted PR list, reaching out to editors at prominent publications including *Goop*, *Glamour*, *Cosmopolitan*, *MSNBC*, and *Wirecutter* to secure media coverage for an upcoming product launch
- Maintained influencer databases and tracked campaign effectiveness

Staff Writer The Forum, Westminster University | August – December 2024

- Fact-checked and edited content to ensure accuracy, credibility, and adherence to AP Style articles
- Researched and wrote articles covering campus events, student organizations, and community initiatives
- Conducted interviews with faculty, students, and guest speakers to develop weekly stories

Education

Westminster University

BA Communication, Minor in Business Fall 2023- Expected Graduation: December 2025

Salt Lake Community College | AS Business - Spring 2022

Skills

Social Media

- Instagram
- TikTok

Tools & Software

- Adobe InDesign
- Adobe Illustrator
- Adobe Premier Pro
- Microsoft Suite (Word, PowerPoint, Excel, Outlook, Teams, SharePoint)
- Wordpress
- OMNI CMS