



## Sabey Soto

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### Education

BS, Communication, Westminster University, expected December 2025

AS, Business, Salt Lake Community College 2022

### Experience

#### Marketing Intern BRIXY San Diego, CA December 2024 – Present

- Plan and execute social media calendars which included content themes for TikTok, working with partnerships and brand collaborations
- Conduct weekly and monthly social media performance reporting beginning January 2025; over the past 90 days, generated 28,717 video views, 400 new likes, 34 new followers, 400 total engagements, and 50 website clicks
- Develop a PR list of 50 editors for outreach to major publications like Goop, Cosmopolitan, InStyle; 12 editors agreed to cover the upcoming product launch
- Secure 17 commission-only partnerships from a prospect list of 125 TikTok creators by targeting hormone-safe influencers aligned with BRIXY's health-conscious brand for their June launch

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

- Updated an average of four web pages weekly using Omni CMS
- Uploaded PDFs, revised content, managed links, and optimized metadata and titles to improve accuracy and SEO
- Designed social media content for Instagram and TikTok using Canva, Adobe Photoshop, Adobe Illustrator, Adobe Premier
- Improved brand visibility, achieving an average of 1,000 views per Instagram post and approximately 500 views per Story (August-present)
- Wrote for The Westminster Review Alumni Magazine it was a feature on notable past speakers; 23,200 copies, 22,000 distributed
- Writing audio description scripts for videos to enhance accessibility for visually impaired users, promoting inclusivity and compliance with accessibility standards

#### Staff Writer The Forum Westminster University Fall 2024

- Produce print and online content for the college's student media organization, focusing on campus events, student organizations, and community initiatives
- Fact-check and edit articles to ensure accuracy, credibility, and adherence to AP Style

### Skills

#### Tools & Software

- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Microsoft 365 (Word, PowerPoint, Excel, Outlook, Teams, SharePoint)
- Omni CMS
- WordPress

#### Social Media

- Instagram
- TikTok



## **Sabey Soto**

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### **References**

#### **Hannah Bettis**

Digital Media Manager, Westminster University  
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Collaborated on digital media projects

#### **Jennifer Brodwick**

Head of Marketing Development, BRIXY  
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Supervisor at BRIXY

#### **Nicole Williams**

Supervisor, Marketing & Communication, Westminster University  
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Supervisor during university marketing work