



SABEY SOTO

Salt Lake City, UT | 385.235.0762 | sabeysoto@gmail.com | Portfolio:sabeysoto.com | LinkedIn:sabey-soto

Education

BA Communication, Minor in Business Westminster University December 2025
AS Associates of Business Salt Lake Community College May 2022

Experience

Marketing Coordinator | Hogan Construction May 2025 – September 2025

Designed project team resumes tailored proposals for selection committees using InDesign

Managed company photography, including ribbon-cutting events for new school opening's; edited images in Adobe Lightroom, scheduled posts for Instagram & LinkedIn through a social media calendar, captions, & tagged accounts

Coordinated interviews with project teams on high-profile builds, such as the Ogden Eccles Theatre remodel; recorded and edited video content for marketing & award submissions in Adobe Premier

Developed award submissions for industry organizations including Utah Architects & AGC of Utah, showcasing project achievements and securing recognition for the firm

Website Design | Westminster University Salt Lake City, UT Feb 2024 – August 2025

Edited and updated an average of 4 website pages weekly using Omni CMS, uploading PDFs, adding and updating links, rewriting content within containers to ensure current, accurate information to improve SEO for all users

Improved brand visibility, achieving an average of 1,000 views per Instagram & approximately 500 views per Story

Wrote audio description scripts for videos to enhance accessibility for visually impaired users, promoting inclusivity & compliance with accessibility standards

Influencer Marketing-Marketing Intern | BRIXY San Diego, CA December 2024 – May 2025.

Created & executed social media calendars for Tik Tok, posted 4x a week, daily commenting, scouted influencers using Tik Tok shop to create partnerships

Conducted weekly & monthly social media performance reporting beginning January 2025; over the past 90 days, efforts generated 28,717 video views, 400 new likes, 34 new followers, 400 total engagements, and 50 website clicks

Developed a PR list of 50 editors & outreached to major publications like Goop, Cosmopolitan, InStyle; 12 editors agreed to cover their upcoming product launch

Designed & created social media content for Instagram & Tik Tok using Canva, Adobe Photoshop, Adobe Illustrator Adobe Premier

Staff Writer | The Forum Westminster University Fall 2024

Fact-checked & edited content credibility, & adherence to AP Style wrote seven articles were published on the Westminster website & printed

Skills

Tools & Software: Adobe Illustrator, Adobe InDesign, Adobe Premier Pro, Adobe Express, Affinity, Wordpress, Omni CmS, Microsoft; Excel, Word, PowerPoint, Outlook, Teams, SharePoint

Social Media: Instagram, Tik Tok, LinkedIn, Canva, Monday.com