

SASHA HALABI

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Digital marketing coordinator running SEO, EDM, paid social and content for a three-brand Australian ecommerce group. US agency background with quantified results across acquisition, conversion and organic growth.

EXPERIENCE

BBQ Spit Rotisseries

Melbourne, VIC

Digital Marketing Coordinator

Aug 2025 – Present

- Coordinate digital marketing across three ecommerce brands (BBQ Spit Rotisseries, Flaming Coals, Auspit); lead graphic designers and SEO specialists, reporting directly to the General Manager.
- Own EDM: plan and build Klaviyo campaigns and sign-up popups across all brands, including Black Friday and 20-year anniversary sale campaigns driving list growth and repeat purchase.
- Manage always-on Meta ad campaigns; scale budgets during sales promotions and optimise on frequency and performance signals.
- Write SEO blogs and landing pages targeting high-intent search terms; partner with a videographer on YouTube content optimised for Google and AI-driven search.
- Automate repetitive content, reporting and SEO tasks with AI-assisted workflows; deliver against measurable KPIs.

Digitable Co.

Fort Wayne, IN, USA

Digital Specialist / Business Development Representative

May 2024 – Jul 2025

- Drove a 33% increase in client acquisition for 2024 through HubSpot-managed outreach.
- Improved client ad ROI by 15% and grew agency organic traffic 20% through on- and off-site SEO.
- Built and managed email campaigns in Mailchimp; improved site performance and UX across WordPress, Squarespace and GoDaddy.

Digitable Co.

Fort Wayne, IN, USA

Marketing Intern

Jan 2024 – May 2024

- Lifted Google Ads click-through and conversion rates 25% through SEMrush keyword research and quality-score optimisation.
- Helped non-profits maximise US\$10,000/month Google Ad Grants; analysed performance in GA4.

University of Saint Francis Men's Soccer

Fort Wayne, IN, USA

Social Media Coordinator

Jan 2024 – May 2024

- Ran the program's Instagram (5–6 posts/week) and increased post reach 30% with targeted Instagram Ads.

EDUCATION

University of Saint Francis — B.S. Marketing, 2025

Fort Wayne, IN, USA

Graduated Cum Laude · NAIA Scholar-Athlete Award · Dean's List (x2) · President's List

Santa Barbara City College — A.A. Liberal Arts & Sciences, 2023

Santa Barbara, CA, USA

Honours graduate

SKILLS & CERTIFICATIONS

Skills: SEO (on-site & off-site) · Klaviyo & EDM · Meta Ads · Google Ads · GA4 · SEMrush · Shopify · WordPress · HubSpot · Mailchimp · A/B testing & ROI analysis · AI-assisted workflows & automation · Canva · Adobe Express

Certifications: Google Analytics 4 · Google Search Ads · Google Display Ads · HubSpot Inbound Marketing · HubSpot Content Marketing · HubSpot Inbound Sales · Yoast SEO · Surf Life Saving Australia Silver (Advanced First Aid & CPR)

Additional: Volunteer surf lifesaver, Inverloch Lifesaving Club (2016–2021) · Former collegiate soccer player (NAIA) · Full Australian working rights