

SABRINA L. KORBER

DIGITAL & MULTIMEDIA COMMUNICATIONS EXECUTIVE | ENTERPRISE STORYTELLING | EDITORIAL & VIDEO LEADERSHIP

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EXECUTIVE PROFILE

Strategic communications and multimedia leader with 20+ years spanning enterprise digital content, corporate communications and broadcast journalism. Leads integrated storytelling across owned platforms, video and social, translating complex business priorities into compelling narratives for external and internal audiences. Experienced building high-performing teams, directing executive and product storytelling, partnering across functions to scale content strategy, editorial governance, analytics and AI-enabled workflows in complex global organizations.

LEADERSHIP EXPERTISE

Digital & Owned-Channel Strategy • Corporate Websites & Strategic Content Amplification • Video/Studio Production • Executive Communications • Editorial Direction • Social & Multimedia Storytelling • Website & UX Optimization • Content Governance • Cross-Functional Stakeholder Leadership • Analytics & AI Enablement

IMPACT HIGHLIGHTS

50% website traffic growth | 30% increased content engagement | 20% lower bounce rate | 20% faster content turnaround | Led 12-person content team | Managed complex video production for high-profile internal & external corporate events

PROFESSIONAL EXPERIENCE

BNY | New York, NY

Senior Vice President, Content Strategy & Innovation | 2020–Present

- Lead enterprise content strategy and digital publishing operations for BNY.com, managing 12 content strategists and publishers and aligning Corporate Marketing, Communications and business partners around consistent, audience-led storytelling designed to influence content performance.
- Partner with senior executives and subject matter experts to develop enterprise thought leadership, solutions narratives and multimedia content that translates complex financial themes into accessible, differentiated stories.
- Direct editorial strategy, content optimization and cross-channel activation for flagship campaigns; collaborate with social distribution teams, write and edit social posts, and develop social-first video plans.
- Partner with Legal, Compliance and senior stakeholders on complex content approvals, maintaining editorial standards, brand consistency and governance across a regulated enterprise.
- Lead agency and vendor relationships for multimedia, editorial and digital initiatives; collaborate with web development and creative partners on enterprise website redesigns and user experience.
- Implemented a content workflow and governance platform that reduced turnaround time 20%; currently leading AI-enablement toward a scalable content supply chain for content creation, reuse and optimization.
- Partner with Data & Analytics on audience and channel KPIs, executive reporting and optimization; web initiatives delivered 50% traffic growth, 30% engagement improvement and 20% lower bounce rate.

SAMSUNG ELECTRONICS | Ridgefield Park, NJ

Senior Manager, U.S. Newsroom | 2017–2020

- Led content strategy and daily editorial operations for the [U.S. corporate newsroom](#), evolving owned-channel communications from reactive to proactive storytelling targeting our primary audience of journalists, influencers and employees.

SAMSUNG ELECTRONICS | Senior Manager, U.S. Newsroom (Continued)

- Directed content production to support Corporate Communications, Public Affairs and product PR, aligning digital narratives and multimedia assets with product launches, announcements and media initiatives.
- Partnered with C-suite executives on thought leadership and multimedia communications; developed digital and social campaigns for flagship products, public affairs and philanthropic programs.
- Directed agency partners, newsroom website redesign and campaign landing pages; coordinated rapid-turn coverage of major events and CES, using performance data to refine content and audience engagement.

CNBC | Englewood Cliffs, NJ

Senior Field Producer | 2005–2017

- Produced award-winning broadcast segments, documentaries and live breaking-news coverage; directed story development, field production, interviews, visual storytelling and broadcast-quality delivery.
- Managed large production teams, freelance crews, budgets and complex live-news pipelines under demanding deadlines; developed operational playbooks to improve speed, accuracy and editorial integrity.
- Collaborated with anchors, reporters and editors and coordinated network-wide economic coverage, including the financial crisis, Federal Reserve meetings and interviews with senior policymakers.
- Led editorial development of CNBC's All-America Economic Survey, translating proprietary data into reusable graphics and stories distributed across network programming.

EDUCATION

Fordham University | Master of Business Administration

New York University | Bachelor of Arts, Journalism

RECOGNITION

Society of American Business Editors & Writers, Best in Business (2012, 2013) • National Health Care Anti-Fraud Association Excellence in Public Awareness Award (2012) • Business & Financial Reporting Emmy Nominee (2009)