

HALLMARK CREATIVE BIOGRAPHY

WRITING STUDIO DIRECTOR_SARAH TOBABEN



ABOUT ME:



SARAH TOBABEN is Director of the Creative Writing Studio at Hallmark Cards, a group known for their deep relationship expertise whose superpower is empathy. She likes to think you've probably smiled at one of the thousands of cards she's had a hand in creating in her 20+ years at Hallmark and enjoys tackling her extensive bucket list, eating cheese and reminding people what makes them awesome.