






SAM SMITH

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WORK EXPERIENCE

Jun 2019 - Present

DIGITAL MARKETING ANALYST | WINE WAREHOUSE

- Develop and measure performance for marketing content: social media, monthly email newsletter and blogs
- Coordinate internal teams to create marketing materials for sales enablement including catalogs, price books and promotions

May 2017 - Oct 2018

MARKETING COORDINATOR | TASKUS

- Spearheaded global social media program: instituted Social Media Policy to 12K employees; guidelines, best practices, and protocol for Social Media Team
- Refined HQ's social media channel strategy and facilitated global campaigns resulting in 30% increase in followers and 40% engagement
- Revamped corporate holiday gift process through Salesforce, managed \$100K budget and logistics to ensure delivery to 500+ clients

Dec 2016 - Feb 2017 Nov 2018 - Feb 2019

DIGITAL PUBLICITY ASSISTANT | SAG AWARDS

- Created graphics for website and social media platforms
- Collaborated with team and partners to execute digital strategy and analyzed social media content performance for stakeholders

2014 - 2016

MARKETING INTERNSHIP DIRECTOR | BAYLOR FITNESS

Summer 2016

MARKETING INTERN | YEVO INTERNATIONAL

Summer 2014

SOCIAL MEDIA INTERN | SHINE ON SIERRA LEONE

Summer 2013

SALES INTERN | FULLER STREET PRODUCTIONS

SKILLS AND EXPERTISE



CHECK OUT MY WORK

www.samsmithportfolio.com

SOCIAL MEDIA MARKETING

GRAPHIC DESIGN

BRANDING

PROJECT MANAGEMENT

EMAIL MARKETING

DATA ANALYTICS & VISUALIZATION

SEO

GOOGLE ANALYTICS

WORDPRESS

MAILCHIMP • ACT-ON • PARDOT

SALESFORCE

SYMOS • HOOTSUITE • TALKWALKER

COSCHEDULE (PROJECT MANAGEMENT)

MAC • PC

EDUCATION

May 2016

BAYLOR UNIVERSITY | BBA MARKETING & FINANCE

Cumulative GPA | 3.69 / 4.0