



Sam Siman

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OBJECTIVE// In the past, I've been jokingly, dubbed "Chief Doer of All Things." Mostly marketing, brand, and digital strategy, copywriting, project management, culture building, and planning. Currently director of marketing. Looking for a future position that is rooted in my strong strategy and creative skills to fill my passion for telling a great story and making things simpler for the consumer. And you, duh.

EXPERIENCE

SafeWhite/HaloSmile: 2018 – present.

Director of Marketing / Creative Director

- Created a new, consistent, and more humanistic HaloSmile brand from the ground up. Art directed the visual guidelines. Wrote and strategized the messaging, tone, voice, and positioning.
- Wrote copy across all mediums—print, social media, website, email, event, ads, packaging, and more.
- Refined and improved overall organizational processes including meeting reductions and efficiencies, feedback process, and more
- Created work plans and job descriptions for current marketing team
- Implemented social media campaigns to grow the brand's following by 2,000%
- Increased Instagram engagement by 321,300% in six months (no joke)
- Hired a national influencer and PR firm to assist with nationwide market penetration
- Implemented an influencer program increasing site views by 27,000%, increasing IG following by 500%, and getting many millions of eyes on HaloSmile
- Garnered attention and pitched QVC and Home Shopping Network (deal TBD)
- Generated interest from Hearst (Cosmo, Seventeen, etc.), Allure, Life & Style, Delta Sky magazine, and more
- Implemented a long-term marketing plan and budget based on product roll-out, marketing initiatives, and events
- Strategized, designed, wrote, and managed production of a suite of print collateral
- Creatively directed, wrote, produced, and project managed the creation of five videos in two months
- Hired a national Shopify partner to begin development of website to optimize for conversion. Also, wrote the content plan and site map.
- Planned, organized, managed, and moderated a showing at multiple national and international conferences
- Updated conversion email flow to match the needs of the consumer as well as the logistics of the company

- Implemented strong feedback loops with consumers, influencers, and conference attendees to increase product development initiatives with the R&D team
- Upgraded product packaging to fit a more cosmetic and beauty brand look and feel through thorough creative direction and print production management

SamSiman.com: 2016 – 2018.

Freelance Copywriter and Strategist

- Created a full brand from scratch including nomenclature, positioning, messaging, strategy, digital strategy, and more.
- Implemented digital strategy for companies including, but not limited to, content strategy, UX refinements, paid media planning, and email marketing cadences
- Tripled client's Facebook followers and earned them over 31,000 engagements on an ad within five days through compelling copy, proper targeting, and a fully baked strategy
- Wrote copy to consistently convey a brand's message and increase conversions through digital (website, emails, social media, etc.), traditional (self-promotional materials, signage, brochures, environmental), press releases, and more
- Consulted on company process including project management, organizational structure, and more

Clients included Scotts Miracle Gro, Bold Penguin, Citrin, BitTiger, Hopewell, Assurex Global, and more.

Ologie: 2015 – 2016.

Senior Project Manager

- Managed overall client relationships from close of sale to project completion
- Performed ongoing communication with existing clients to build rapport and ensure future opportunities
- Implemented an on-boarding process for new hires that decreased on-boarding length by 50%
- Refined the digital project process to decrease project time by 25%
- Managed web and mobile design/development projects as well as brand evolution, brand architecture, campaigns, photo shoots, and more
- Recommended solutions that aligned with brand standards and usability best practices
- Kept projects within timelines
- Bridged gap between client and creative/tech team to strategize solutions based on client's ever-evolving needs
- Collaboratively implemented an A/B testing process for site maps and website designs.
- Contributed to and followed the contents of the Statement of Work and other contracts
- Not only developed statements of work, change orders, and all contracts, but also refined template and definition to save the company revenue loss
- Managed a year-long proprietary research study on Gen Z

Clients included Westmont College, University of La Verne, Columbus State Community College, Colorado College, California College of the Arts, Seven Hills School, Virginia Tech, and more.

StreamSavvy: 2015 – 2016.

Chief Marketing Officer and Co-Founder

- Created a brand platform from scratch including name, look and feel, voice, tone, messaging, and more
- Secured funding as well as placement in a national accelerator program
- Lead the UX effort for the website including wireframes
- Conducted market research prior to site build
- Crafted all content strategies and copy for site
- Set up user testing and analyzed
- Built and initially managed social media accounts
- Oversaw all creative and strategic directions
- Built a customer acquisition and engagement strategy

The Shipyard/Longstride: 2011 – 2015.

Project/Resource/Account Manager, Creative/Dev Team Manager, Copywriter

- Managed overall client relationships from close of sale to project completion
- Performed ongoing communication with existing clients to build rapport and ensure future opportunities
- Managed web and mobile design/development projects
- Recommended solutions that aligned with brand standards and usability best practices
- Kept projects within timelines
- Bridged gap between client and creative/tech team to strategize solutions based on client's ever-evolving needs
- Contributed to and followed the contents of the Statement of Work and other contracts
- Developed change orders for added scope and functionality of existing projects
- Managed day-to-day scheduling of tech and creative teams
- Served as liaison between management, customer service team and tech/creative teams within the company
- Researched, configured and implemented new, company-wide software for daily management
- Managed social media accounts for The Shipyard
- Implemented and lead a social committee to build culture and wellness within the company.
- Worked closely with not only enterprise companies but also non-profits through The Shipyard's philanthropic arm, Longstride

Enterprise project management experience includes Allied/Nationwide Insurance, WIN Home Inspection, College Hunks Hauling Junk, McDonalds Northeast Ohio, Capital Area Humane Society, ViewABill, Community Choice Financial (Cash Central), and the State of Ohio (Job and Family Services).

Sinclair Broadcast Group. 2010 – 2011.

Digital Interactive Sales Executive

- Built clientele to help launch national mobile marketing product
- Prospect/cold call up to 100 businesses a week

- Took a client through the entire sales cycle - from prospecting to closing to account management
- Provided direct support and point of purchase materials
- Not only met, but also exceed goals as one of the top sellers in 58 markets across the US

VOLUNTEER EXPERIENCE

Columbus Startup Week (TechStars/UpGlobal)

Organizer, 2015-2017

WELD Ohio (Women for Economic and Leadership Development)

Marketing Committee, 2014-2015

EDUCATION

Youngstown State University

Bachelor's Degree, Science

SKILLS

Copywriting	👍👍👍👍
Creative Direction	👍👍👍
Digital and Brand Strategy	👍👍👍👍
UX/UI Strategy	👍👍👍
Project Management	👍👍👍👍
Account Management	👍👍👍👍
Resource Management	👍👍👍
Social Media	👍👍👍👍
Copy Editing	👍👍👍

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