

# SAMANTHA MARTIN

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## MARKETING | CAMPAIGNS | SOCIAL MEDIA

Dynamic marketing professional with a proven ability to craft impactful campaigns, strengthen brand identity, and drive customer engagement. Adept at leveraging creative and analytical skills to deliver measurable growth

## RELATED SKILLS

- **Project Management:** Asana, Basecamp.
- **Campaign Management:** AdEspresso, Facebook Ads Manager, Hootsuite, Later.
- **CMS & Design:** Adobe Suite (Photoshop, Illustrator, InDesign, Premiere Pro, Audition, Lightroom), WordPress, Squarespace, Canva.

## PROFESSIONAL EXPERIENCE

**Festival Owner/Director**, Coleman, Tx May 2023 – Present  
Under The Mesquite Music Fest

- Coordinated festival logistics, including talent booking, scheduling, and vendor management.
- Developed marketing strategies to promote the festival, driving ticket sales and increasing community engagement.
- Managed VIP experiences, including organizing exclusive panels and catered events.
- Cultivated relationships with sponsors, partners, and local businesses to support event growth and success.

**Executive Assistant**, Coleman, Tx December 2022 – Present  
Meraki Digital

- Managed invoicing and client communications, ensuring accuracy and fostering strong relationships.
- Oversaw email management and streamlined workflows to support seamless daily operations.
- Coordinated special projects, including organizing the annual 'Under the Mesquite' festival, from planning to execution.

**Freelance Reel Editor**, Coleman, Tx October 2023 – March 2024  
BPR

- Created engaging Reels for Ski-Doo on Instagram and TikTok, driving increased social media engagement and brand visibility.

**Social Media Manager & Marketing Director**, Waco Tx August 2021 – November 2021  
Pivovar Hotel & Brewery

- Launched and developed social media presence for a startup across multiple platforms.
- Designed marketing assets for content creation and promotional campaigns.
- Managed brand agency, ensuring on-time delivery of key campaigns

**Interactive Media Developer**, Dallas, Tx March 2020 – August 2021  
WebCE

- Developed interactive content, including animations, video, and Articulate 360, to support continued education.
- Managed studio work, including organization, photo, video, and audio editing.
- Created design work for culture events, enhancing visual engagement and brand presence.

**Production Intern**, Lubbock, TX January 2019 – January 2020

- Assisted in casting, photography, videography, and production coordination for various projects.
- Managed props, talent scheduling, and communicated with agents to ensure smooth shoot operations.
- Organized and coordinated production logistics, ensuring timely and efficient execution.

## EDUCATION

**B.A. in Advertising, Minor in Electronic Media and Communication Texas Tech University, December 2019**

- Tech Ad Federation Officer (2018-2019)
- Alpha Phi Fraternity Website Chair (2017-2018)
- Texas Tech Bullet Ad Team: Contributed creative content for clients such as Wienerschnitzel and Ocean Spray.
- KTXT Co-Host & Producer August - December 2018