

# SAMANTHA MOORE

## MARKETING, BRANDING, & DESIGN



407.864.1720



sammoooredesigns@gmail.com



sammoooredesigns.com



Dallas, TX

## EXPERIENCE

### FLORIDA PAINTS

#### Digital Marketing Manager | September 2023 - Present

- Oversee SEO, Google My Business, Google and Facebook Ads, blog content creation, design, and publishing, and email marketing campaigns by collaborating with internal teams and external vendors to optimize performance, analyze insights, and deliver daily and weekly performance reports
- Strategically manage social media channels through content creation, editing, and scheduling, while also managing influencer partnerships to maintain a cohesive and engaging brand presence across platforms. Drove a 3,000% increase in Facebook reach and a 577% increase in Instagram reach year-over-year, along with significant growth in link clicks (144,100% on Facebook, 824% on Instagram) and audience engagement.
- Enhance user experience and content relevancy through continuous website updates and maintenance through WordPress Elementor for site management and blog content creation
- Design and create both digital and print materials, ensuring alignment with brand guidelines and marketing strategies. Lead the development, direction, and execution of innovative branding campaigns to ensure consistent brand representation across all locations and teams

#### Marketing & Sales Support | July 2021 - September 2023

- Assisted in conceptualizing, creating and editing photography and videography for campaigns
- Produced marketing documents such as specifications (30-60 page proposals for thousands to multi million-dollar projects) and other supporting sales documents
- Developed and designed interactive marketing material and creative strategies for both print and digital campaigns
- Implemented new automation development for workflows to enhance consistency across the company's sales and marketing processes

#### Sales Representative | October 2020 - July 2021

- Managed territory consisting of multiple high profile accounts that generated over 500K+ in sales
- Established, developed and maintained positive business and client relationships
- Visited businesses weekly to educate customers on our products and explain technical details to overcome objections and lock in sale
- Consulted and collaborated with our retail stores to ensure organization and efficiency for clients

### JM BUSINESS COMMUNICATION CORP

#### Web Design and Marketing | May 2020 - August 2020

- Lead the rebranding campaign and execution through strategic design and marketing plan
- Conceptualized client-focused site design, functionality and navigation, along with additional site applications
- Worked closely with business owners and copywriters to produce user-friendly, effective content
- Composed and created new logos for clients through Illustrator and InDesign



## SKILLS

Leadership

Web Design

Graphic Design

Visionary

SEO

Marketing Strategy

Color Theory

Photography

Brand Management

Market Analytics

Social Media /  
Content Planning

Photoshop, InDesign &  
Illustrator Proficient

## EDUCATION

### UNIVERSITY OF CENTRAL FLORIDA

May 2019 - August 2020

B.A. HUMAN COMMUNICATION  
MAJOR IN BUSINESS & PROFESSIONAL  
COMMUNICATION

### AUBURN UNIVERSITY

August 2016 - April 2019

MAJOR IN COMMUNICATIONS  
CONCENTRATION IN BUSINESS

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## EXPERIENCE

### FOUR BABES DESIGNS

**CEO & Owner** | April 2017 - April 2020

- Achieved over \$20,000 in revenue
- Oversaw entire business operation including marketing, production, sales and finance
- Designed, developed and consistently optimized company e-commerce site with brand image in mind
- Executed social media strategy while maintaining a constant content stream
- Coordinated, captured and developed photoshoots for product pictures as well as extravagant productions

### MODERN NATURE

**Independent Business Consultant** | December 2018 - January 2020

- Networked in person and via social media to increase sales while recruiting team of consultants
- Delegated daily and weekly tasks to team to achieve sales goals and maintain motivation and morale
- Achieved over \$1000 in personal sales within first month
- Organized, planned and implemented marketing and content strategy for personal brand development

### JUICE BAR

**Social Media Manager Assistant** | September 2018 - December 2018

- Assisted manager with content creation and execution for multiple projects
- Captured photos and videos for Juice Bar to be posted on social media outlets
- Managed post interactions and analytics to improve brand engagement

### JOYRUN

**Campus Leader for Marketing Internship** | October 2017 - February 2018

- Composed weekly schedule for a team of eight members
- Promoted to Campus Leader within two weeks of Internship
- Administered weekly tasks while ensuring each team member's ability to fulfill requirements
- Coordinated with on-campus organizations to present JoyRun's pitch
- Implemented and designed unique marketing strategies both in-person and through social media



## SKILLS

Collaboration

WordPress

Content Creation

Canva

Campaign Creation / Management

Digital / Print Design

Creative Direction

Email Marketing

Insight Reporting

Customer Engagement

Media Buying

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