

# SAMANTHA MOORE

## MARKETING, BRANDING, & DESIGN



407.864.1720



samantha04moore@gmail.com



@sammmooredesigns



Windermere, FL

## EXPERIENCE

### FLORIDA PAINTS

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

- Manage social media channels, content creation, editing, and scheduling to maintain engaging presence across all platforms.
- Enhance website for user-friendliness and relevance through continuous updates.
- Oversee SEO, blogs, ads, and email marketing efforts, collaborating with teams and vendors to optimize performance.
- Ensure consistent brand representation across locations and teams, collaborating on innovative brand strategies.
- Analyze campaign performance, identify trends, and manage vendor relationships to achieve marketing goals.

#### **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
- Advocated for new automation development of workflow to increase consistency throughout the companies 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** | October 2020 - July 2021

- 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

Adobe Suite

SEO

Marketing Strategy

Color Theory

Photography

Brand Management

Visionary

Social Media / Content Planning

Market Analytics

## 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

**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



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