

SAMANTHA PEARSON

ABOUT ME

I relocated to San Diego from Buffalo, NY eight years ago in search of new, challenging career opportunities. I hope to utilize my skills in digital marketing at an inspiring, forward-thinking company that fosters creativity, growth and communication.

EXPERIENCE

April 2019 – April 2020 **41 Orange** San Diego, CA

Account Strategist

- Responsible for daily communication and weekly meetings with each client, while managing account coordinators and internal team efforts
- Strategize inbound and outbound lead generation, social media, and SEO strategies for B2B clients, primarily in the tech/startup space
- Other responsibilities include: HubSpot and Salesforce CRM setup and implementation, LinkedIn outreach, creating social media content calendars, marketing emails in Pardot and HubSpot

2018 - 2019 **The Coast Creative** San Diego, CA

Senior Account Manager

- Serve as the main point of contact for 10+ clients while managing team member projects and performance
- Create and implement website build, social media and SEO strategies for clients; compile and edit monthly progression reports to present in-person
- Other responsibilities include: blog and web content writing/editing, SEO audits and optimizations, reputation management, PPC campaign management, Wordpress, Squarespace and Shopify editing, social media content calendars, accounting/billing

2015 - 2018 **San Diego Reader** San Diego, CA

Senior Account Strategist (September 2016-March 2018)

- Promoted in September 2016 to Account Strategist. Sole liaison between 30 digital marketing clients and the San Diego Reader's Digital Marketing Agency
- Analyze monthly statistics of each client's campaign and make recommendations based on goals/performance, create advertising proposals for package upgrades, conduct campaign progression meetings with clients and Reader advertising managers
- Directly oversee social media and SEO specialist teams and work collaboratively on reporting, social media content calendars, and website optimizations/builds

Digital Marketing Specialist (July 2015-September 2016)

- Responsible for implementing and maintaining the SEO/social media campaigns for 10 local clients
- Create monthly social media calendars for Facebook, Instagram and/or Twitter, write keyword-focused blogs and content for websites, build and optimize websites on variety of platforms, compile monthly presentations for each client

2013 - 2015 **American National Investments, Inc.** San Diego, CA

Director of Marketing for The Patio Restaurant Group & Luv Surf

- Oversee all digital marketing, advertising, community outreach and PR efforts for a hospitality and lifestyle company consisting of two restaurants, a café and roasting company, two boutiques, and vacation rentals
- Work closely with COO, VP and Director of Operations to formulate marketing strategies to drive business and increase guest satisfaction, with a focus on cross promotion between all the entities
- Create and maintain marketing budget, research and plan in-house and offsite events, implement branding strategies for new restaurant conceptualizations

EDUCATION

2006 - 2010

Boston University

Boston, MA

- B.A., English literature and Journalism