

# SAM C SMALL

## CONTACT

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- ✉ ssmall012@gmail.com
- 📞 (248) 202 8852
- 💻 www.samcsmall.com
- 🌐 linkedin.com/in/samanthasmall10
- 📍 New York, NY

## EDUCATION

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May 2014

### Michigan State University

Lansing, MI

Bachelor of Arts, Advertising:  
Management & Media

## SKILLS

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- Google AdWords Certification 2018
- Trade Desk Academy Certification 2018
- Microsoft Office
- Prisma
- Facebook Ad's Manager
- Twitter Ad's Manager
- Snapchat Ad's Manager
- 4C
- DoubleClick Manager
- DV360
- Amazon

## EXPERIENCE

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### Social Media Coordinator | Omnicom Media Group

December 2017 – Present

- Manage ~\$18M+ budget allocations for social/search platforms for the PepsiCo portfolio to determine the most efficient campaign outcome
- In charge of all pre-campaign launch tasks: RFPs, recommendation decks, IO's, billing, keyword/targeting, and ad copy builds
- Refocus & negotiate recommendations for multiple campaigns to decrease overall CPM by 30%
- Optimize campaigns and provide post-campaign reporting analysis'
- Liaison between clients and partners to ensure accuracy & timely performances
- Train and supervise assistants to advance their skills for future media roles

### Account Manager | Concept Laboratories

November 2016 – November 2017

- Created and presented business proposals and marketing plans to potential and existing clients
- Managed purchase orders, reorders, and order confirmations to ensure all client expectations are met
- Advised senior management on beauty and financial trends in the marketplace, while initiating large and small scale strategies to improve sales volume
- Created weekly inventory reports and implemented strategies to move and rebuild the stock
- Led trade show meetings to establish new business and maintain relations with existing clients
- Primary accounts include: TJ Maxx, Marshalls, Home Goods, Burlington, Ross, DD's
- Worked within Amazon platform to sell on average \$50,000+ in products per week

### Sales Executive | Trunk Club

June 2014 – October 2016

- Met or exceeded all monthly sales goals
- Grew my book of business to include over 600+ clients through referrals, emails, and networking
- Applied sales branding, account management and marketing to acquire new business
- Achieved top 25% in sales conversions among 250+ stylists
- Created merchandising plans and trend reports to ensure salable assortment for upcoming seasons

### Sales Associate | Givenchy

August 2009 – May 2014

- Maintained inventory and designed visual windows
- Built weekly sales reports to find opportunities for growth among the business
- Increased my customer base by 36% through referrals and strong customer service

### Account Executive Intern | WindowsWear

June 2013 – August 2013

- Met with the creative teams of luxury brands to pitch how WindowsWear solutions would best fit their needs
- Worked directly with the CEO and C-suite management to identify and meet with target clients such as Louis Vuitton, Armani and Kleinfeld Bridal
- Developed and managed social media accounts: Facebook, Instagram, Pinterest, and Google+ and increased followers by 40%
- Created media lists for press contacts that were high-end designers, visual merchandisers, and CEO's
- Networked thru LinkedIn and NYC events to meet with visual merchandisers to pitch WindowsWear

### Account Executive Intern | Limelight Communications

May 2013 – June 2013

- Worked directly with the CEO to plan Emmanuel Sanders off-season Media Tour
- Made E. Sanders the first professional athlete to stream live-video Q&A through Facebook page, which led to a feature on livestream.com
- Planned, negotiated, and executed media campaigns and market research for E. Sanders and The National Kidney Foundation Walk