

Samantha Cabaluna

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SUMMARY

I have a nuanced understanding of the good food consumer. I'm an accomplished marketing professional with a history of achieving significant brand growth and awareness through a holistic, multi-faceted approach and a lean budget. Innovative, resourceful, and strategic with extensive experience creating and executing marketing programs.

NOTED FOR

- Leadership: inspiring, supportive, and straightforward leader, liked and respected by team members
- Business acumen: broad understanding of the complete business
- Strategic planning
- Marketing planning and adapting to changing situations
- Championing the consumer
- Creative vision and direction grounded in a deep understanding of the consumer and desired outcomes
- Establishing agreed desired outcomes and measuring success/ROI against them
- Making the most of a lean budget
- Crisis communications, media relations, issues

EDUCATION

Cornell University (Ithaca, NY)

- Certificate Program, Digital Marketing

Northwestern University (Evanston, IL)

- Certificate Program, Strategic Marketing Communications

University of California, San Diego (San Diego, CA)

- Bachelor of Arts, Communications
- Graduated *cum laude*
- Elected to Phi Beta Kappa, national collegiate honor society

EXPERIENCE

TANIMURA & ANTLE (Spreckels, CA) 2016 – 2017
VP Brand Marketing & Communications
Manage the marketing and communications programs for this heritage grower/shipper of premium fresh vegetables. Scope includes consumer and shopper marketing, packaging/graphic design, public relations, government relations, issues and crisis management, social media, and web communications.

- Rebuilding marketing programs from product development to sales tools to digital marketing to public relations.
- Launching seven new products in first year
- Developing brand strategy and architecture

EARTHBOUND FARM (San Juan Bautista, CA) 2003 – 2016
Managing Director, Brand Communication 2012 – 2016

Manage a team of 12 in overseeing all communications and marketing initiatives for leading organic food company. Scope includes consumer and shopper marketing, product development, consumer affairs, packaging/graphic design, public relations, issues and crisis management, digital marketing.

- With a modest marketing and communications budget (.5% of sales), grew brand awareness by 13% in one year through earned media placements and comprehensive social media initiatives.
- Key member of the product launch team, developing concepts based on opportunity and capacity and working closely with commercialization team.
- Led year-long brand restaging project, covering brand identity and packaging for all segments of product line.
- Consistently exceeded goals for building and engaging digital ecosystem communities by +25% on channels including Facebook, Twitter, and Pinterest.
- Cultivated strong relationships with journalists and consistently earn media placements that have achieved overall impressions of 1 billion+ with 98% positive or neutral brand sentiment. Placements include a range of top-tier outlets, such as *Bloomberg Businessweek*, *New York Times*, *NPR*, *Women's Health*, *Prevention*, *Buzzfeed*, and *Wall Street Journal*.
- Provide analysis of research and policy on food and sustainability, organic food and farming, and other environmental issues. Develop talking points, position papers, and backgrounders for senior staff and provide perspective on the operational and strategic impact of the company on these issues.
- Prepare all company spokespeople for speaking engagements and interviews, ensuring that all messaging aligns with company positions and brand strategy.

EXPERIENCE (CONTINUED)

Director of Marketing & Communications

2007 – 2012

Acted as primary spokesperson, fielded requests from 100+ reporters daily, and developed and executed a successful media outreach program following Earthbound Farm's 2006 spinach recall. Worked with the corporate head of food safety and reporters in top-tier outlets to showcase the company's groundbreaking new food safety program, with stories appearing in Good Morning America, *USA Today*, *Los Angeles Times*, and other outlets.

- Developed and launched a website revitalization initiative that increased traffic by 150% through improved content and engagement programs, with no investment in advertising or SEO.
- With minimal investment, developed and executed the company's first Earth Month consumer promotion, which drove a 37% increase in sales over the previous April, achieved 18% coupon redemption, and generated more than 100K newsletter subscriptions.
- Successfully re-directed the company's earned media program beyond food safety, which had come to dominate news coverage of Earthbound Farm following the 2006 spinach recall.
- Launched the company's first social media profiles on Facebook and Twitter; exceeded community building goals by 50% within the first year.
- Developed and executed the company's first proprietary brand publishing platform, "Take an Organic Step Forward" (now called "Organic Bound"), with new content delivered daily and coupons delivered weekly to subscribers.
- Led the company's first consumer segmentation study with market research firm Millward Brown.
- Provided marketing and strategic direction for the company's local market & cafe, featuring organic produce, organic and natural groceries, and the country's third certified organic kitchen.
- Collaboratively led the development of the company's first three strategic plans.

ADDITIONAL EXPERIENCE

- Earthbound Farm, Senior Manager of Communications; San Juan Bautista, CA (2004 – 2006)
- Corporation for Standards and Outcomes, Project Manager; Salinas, CA (2002 – 2003)
- Thomson Learning, Senior Marketing Communications Project Manager; Belmont, CA (1999 – 2002)

INDUSTRY & COMMUNITY SERVICE

- Organic Trade Association, Board Member & Community Relations Committee Chair (2013 to 2016)
- Seaside Neighborhood Improvement Program Commission, Commissioner (2000 – 2010)
- Girls Inc. High School Mentoring Program, Mentor (2003 – 2005)

WHEN I'M NOT WORKING

- Food: cooking, eating, making jam
- Music: listening, playing, seeing live music
- Art: appreciating, collecting
- Nature: hiking
- Travel: nature, islands, cities, art, music