**Stacie A. Sampson**

Marketing | Project Management | Brand & Business Development | Operations Management

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# PROFILE

Dynamic marketing leader with a track record of delivering exceptional results. Specialized in exceeding sales targets, orchestrating cross-functional teams, and spearheading business development initiatives. Proficient in devising and executing comprehensive marketing strategies across traditional, digital, and social media platforms. Known for fostering brand awareness, nurturing strategic partnerships, and elevating customer engagement to drive sustainable growth. A persuasive communicator with a knack for inspiring teams and cultivating strong interpersonal relationships.

# KEY SKILLS AND STRENGTHS

* **Marketing Expertise:** Proficient in traditional, digital, and social media marketing strategies. Experienced in end-to-end campaign management and strategic planning, leading and managing SEO/SEM efforts.
* **Project Management**:Lead, communicated, collaborated, time managed, organized, problem-solved, adapted with critical thinking on several projects throughout career.
* **Sales Generation:** Develop and implement innovative sales strategies to drive revenue growth and achieve business objectives. Sales Leadership.
* **Market Analysis:** Proficient in market research, marketing analytic tools and trend identification to capitalize on market opportunities through campaign performance, lead generation, and customer engagement reports.
* **Business Development:** Formulate and execute strategies to foster business growth and expand market reach through innovative marketing campaigns.
* **Team Leadership:** Led and motivated cross-functional team of 32 acting as a liaison between marketing and other teams ensuring communications alignment to achieve organizational goals. Skilled in staff hiring, training, and performance optimization.
* **Customer Relationship Management:** Proven track record in acquiring and retaining customers through effective engagement and relationship building.
* **Technical Proficiency:** Expertise in Artificial Intelligence, Microsoft Office Suite, Salesforce CRM, Google Analytics, SEMRUSH, Facebook Ad and Google Ad Search, HubSpot Email Marketing, Adobe Creative Suite, Slack, Wordpress, Shopify, Wix, SaaS, multiple Social Media platforms, Creativity, Time Management, Adaptability, Collabiration, Canva, Monday.com.

# WORK EXPERIENCE

## The Hive Buckhead Group, Atlanta, GA September 2018-February 2024

### Marketing Director for a hospitality group

*Responsible for driving the attainment of organizational goals by leveraging innovative marketing and leadership strategies.*

* Implemented and optimized marketing automation workflows that streamlined processes and enhanced efficiency, which ensured unparalleled guest experiences driving $4.3M annual revenue.
* Led the successful implementation of innovative marketing campaigns both digital and traditional, contributing to a $1.4M net profit in the first year of operation by hitting key marketing metrics.
* Demonstrated exceptional leadership and business acumen, fostering a culture of excellence and strategic alignment with organizational goals.
* Maximized guest satisfaction and retention through strategic initiatives and meticulous attention to operational efficiency.
* Led and motivated cross-functional team of 32 collaborating with stakeholders and other departments to develop and execute comprehensive marketing plans, enhancing brand awareness and market presence across various channels, including email, social media, digital advertising, and events.
* Conducted in-depth market research to identify trends and capitalize on commercial opportunities, driving sustained business growth.
* Implemented cost-saving measures and introduced tactical marketing initiatives, optimizing profitability and revenue generation.

## All Points Media (Financial Independence Group), Charlotte, NC July 2017-June 2018

### Marketing Consultant for a marketing firm

*Complex multifaceted role driving marketing performance and campaign development for financial advisors, whilst fostering high-profile partnerships that promote sustainable brand awareness.*

* Spearheaded comprehensive marketing strategies for several financial advisory clients simultaneously, optimizing performance and achieving targeted sales goals through expert guidance.
* Manage timelines and deadlines to meet internal and external client expectations
* Conducted extensive market research to inform data-driven strategies, resulting in tailored marketing plans that effectively reached target demographics and capitalized on emerging trends.
* Delivered persuasive presentations and reports to clients, offering actionable insights and recommendations to drive brand awareness and market penetration.
* Innovated new product and service offerings, increasing market share and revenue streams while ensuring alignment with clients' business objectives.
* Crafted compelling branding and marketing materials, enhancing client visibility and differentiation in competitive markets.
* Implemented integrated lead generation campaigns spanning traditional and digital channels, driving high- quality leads and conversion rates.
* Monitored campaign performance and feedback, refining strategies to optimize ROI and adapt to evolving market dynamics, ultimately fostering long-term client success.

## Trade Council of Denmark, Atlanta, GA June 2011-February 2017

### Sr Marketing Coordinator to Trade Commissioner of Denmark

*Primary US marketing point of contact for 19+ Danish companies and their clients, handling as many as 25 B2B portfolios simultaneously*

* Provided strategic marketing support and guidance to the Commissioner and Foreign Trade Advisors, ensuring alignment with organizational objectives and fostering stakeholder engagement.
* Managed marketing budgets of up to $100k for each client, optimizing resource allocation and maximizing ROI through meticulous planning and cost-effective strategies.
* Coordinated the day-to-day flow of information and communication, facilitating seamless collaboration and dissemination of marketing initiatives according to established plans and strategies.
* Prepared daily marketing deliverables, including proposals, brochures, market research, and event materials, ensuring consistent quality and alignment with brand objectives.
* Developed integrated marketing campaigns encompassing communication, vertical, social media, and email channels, driving engagement and enhancing brand visibility across diverse platforms.
* Managed and updated CRM systems as needed, ensuring accurate and up-to-date client information to support targeted marketing efforts and effective customer relationship management.
* Oversaw the planning and execution of tradeshows and business conferences, including budget management, staffing, and logistics coordination, to drive lead generation and brand exposure in key markets.

# EDUCATION & CERTIFICATIONS

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**Digital Marketing Science Certification**

Kennesaw State University, 03/2024

**Email Marketing Certification**

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HubSpot Academy, 02/2024

**Google Analytics Certification**

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Google, 02/2024

**Google Ad Search Certification**

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Google, 02/2024

**M.B.A. in Marketing**

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University of Phoenix, Phoenix, AZ, 2011

**B.A. in Journalism, Concentration in Public Relations**

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Georgia State University, Atlanta, GA, 2005