

SAMANTHA PERMAN

Durham, NC | 919-946-7362 | samantha.perman1@gmail.com | www.samanthaperman.com

CAREER HIGHLIGHTS

- **10+ years in marketing and brand strategy** leveraging qualitative and quantitative data to **increase engagement with target audiences** across all digital platforms.
- **Led the responsive re-design of the NC Sustainability Energy Association website and integrated CRM**; aligned messaging with organizational goals, improved functionality, and increased engagement by 28%.
- **Re-branded the Association's event marketing and on-site presence** at their largest annual conference, **doubling attendance over the previous year**.

CORE COMPETENCIES

Branding, Marketing, & Campaign Strategy | Data & Metric Analysis | Client Engagement & Retention | User Experience
User Research | Executive Level Influence | Coaching & Mentoring | Budget Management | Cross-Functional Collaboration

EXPERIENCE

NC Sustainability Energy Association

2015 – May 2023

Digital Creative Manager (January 2022 – May 2023)

- Oversaw the design strategy and execution across all digital touchpoints including the website, blog, and social media (Twitter, LinkedIn, Facebook, and Instagram) and ensured consistency of messaging across platforms.
- Identified and engaged new partners on Twitter to build awareness of high value content; increased following by 32%.
- Leverage Sprout platform to schedule and post social media content and analyzed data within each platform to continually refine social media strategy; grew Facebook following by 22% and LinkedIn engagement by 65%.
- Reviewed open rates, read rates, and click through rates and survey feedback from members after each email campaign to identify areas for improvement and increase engagement.
- Built and managed relationships with outside vendors, oversaw a budget of \$250K, and led a team of Marketing and Communications Specialists and interns to ensure all project timelines and quality standards were met.

Web and Creative Specialist (July 2015 – December 2021)

- Analyzed data in HubSpot and internal CRM to identify target audiences and segment personas for all marketing and communications campaigns.
- Designed marketing materials including flyers, brochures, posters, event banners, publications, and annual reports.
- Developed web and social media strategies to maximize growth and brand awareness.
- Prepared bi-weekly reports for data analysis on web pages, publications, and newsletters and tracked progress to performance goals; presented results and made recommendations to senior level executives.

Able&Co.

June 2014 – January 2015

Marketing Coordinator

- Collaborated with team to refine, test, and execute marketing and communication campaign strategies for clients.
- Managed relationships with clients, assisting executives with communications and reporting while also managing project timelines and budgets.
- Developed social media calendars, oversaw day-to-day execution, and monitored engagement.

Click Culture Communications

March 2013 – May 2014

Account Executive

- Created innovative marketing campaigns and branding strategies for clients and managed brand identity including website and design needs; established, confirmed and communicated budget requirements.

L&E Research

November 2012 – March 2013

Head Client Services Representative

- Led the planning and execution of focus groups for research clients.

EDUCATION

Appalachian State University | Bachelor of Science in Communication; Concentrations in Advertising & Graphic Arts, May 2012

TECHNICAL SKILLS

Adobe After Effects | Adobe Illustrator | Adobe InDesign | Adobe Photoshop | Figma | MailChimp | Microsoft Office Suite (PowerPoint, Excel, Access & Word) | WordPress & Wix | HubSpot | Sprout