

SAMANTHA HERSCHER

8477692816 • helloherscher@gmail.com • Glencoe, IL 60022

www.samanthaherscher.com

SKILLS

- B2B marketing strategy
- Social media marketing
- Content marketing
- Performance marketing
- Brand marketing
- Internal communications
- Canva
- WordPress

WORK HISTORY

Jul 2023 - Current

Head of Marketing / Channel Impact

[Part Time]

- Pioneered the company's first marketing department, establishing a comprehensive strategy that encompassed content marketing, website redesign, social media, email templates, and more.
- Conducted a thorough competitive analysis to identify effective marketing tactics, informing our strategic approach.
- Adapted marketing strategies in response to evolving market dynamics and competitive landscapes by conducting and analyzing market research.
- Led a successful website redesign project, collaborating with a developer to launch the new site within three months.
- Achieved significant growth on LinkedIn, increasing social media following by 40%, page views by 50%, and unique visitors by 45%.

Jan 2019 - Current

Freelance Digital Marketer

- Contributed 30+ articles to Lottery USA as a regular news and opinion contributor.
- Enhanced AI startup marketing strategies by suggesting and implementing targeted improvements.
- Optimized client websites through comprehensive audits to identify growth opportunities.
- Developed a Squarespace website from scratch for a nonprofit, including wireframing, content creation, and execution.
- Collaborated with clients to establish clear marketing goals and deliver successful outcomes.
- Created high-quality blog content that was both informative and engaging.

- Developed impactful marketing collateral that effectively communicated key messages.

Mar 2020 - Jul 2023
Chicago, IL

Director of Marketing / Talentfoot Executive Search

- Built the executive search firm's first marketing engine from the ground up
- In 2022, drove 30% of overall revenue through combination of paid and organic inbound leads
- Launched SEM marketing engine, resulting in more than 200 inbound leads in 2022
- Grew LinkedIn following by 30%
- In 2022, rebranded the organization and redesigned company website
- Led all PR initiatives, including preparing CEO for press interviews and podcasts
- Responsible CEO internal communications, including presentations, emails, and talking points

Jan 2015 - Oct 2019

Marketing Manager / Emerson Human Capital Consulting

- Responsible for external marketing activities and sales support
- Created and executed digital marketing strategy including SEM, SEO, and content initiatives
- Partnered with CEO and executive team to launch lead generation strategy
- Wrote and edited proposal content to secure Fortune 500 clients
- Maintained and developed content for web properties in alignment with SEO strategy
- Created the strategy and content calendar for social media
- Produced MailChimp email marketing campaigns to contact existing database and new subscribers

EDUCATION

Washington, DC

BA in Journalism

George Washington University

Dean's List Scholar