

SAM ROBERTS

914.715.9748 || samuel.lesser.roberts@gmail.com || 777 S 20th St, Philadelphia, PA 19146

MARKETING & COMMUNICATIONS LEADER

A seasoned nonprofit and e-commerce marketer with an expertise in writing and brand strategy

CORE COMPETENCIES

Strategic Marketing & Communications • Writing & Editing • Brand Strategy • Email Marketing • Team Management
Organic & Paid Social Media • Search Engine Marketing (SEM) & Optimization (SEO) • Political Communications
Grassroots Organizing • Film Production & Editing • Google Analytics • Customer Service & Hospitality • Adobe CS

SELECTED EXPERIENCE

Echo Design Group

October 2020 – Present

Senior Marketing Manager

- Lead marketing and e-commerce team to grow online retail revenue for a 100-year-old fashion brand. Increased Revenue 80% YoY.
- Develop and implement data-driven brand strategy and marketing plan for customer acquisition, engagement, and retention, as well as brand awareness.
- Manage marketing budget, including media spend, photo shoots, content creation, PR gifting, etc.
- Manage outside vendors for web development, PR, and digital advertising, as well as coordinate collaboration between internal teams (IT, product development, sales).
- Conceptualize and execute digital and print content creation and deployment.
- Developed and currently lead the multi-year centennial anniversary campaign, Echo100, in collaboration with over 100 outside collaborators, PR team, and external vendors.

JDC (The American Jewish Joint Distribution Committee)

May 2018 – October 2020

Copywriter & Content Specialist

- Wrote and edited web, print, email, and social content, as well as fundraising communications.
- Developed and implemented multi-platform, mass-market communications campaigns.
- Led multi-disciplinary teams for Marketing & Communications projects, as well as projects driven by internal clients (such as fundraising officers and executives).
- Managed the *JDC Voices* blog, offering insight into the organization's work by curating and editing writing from clients, donors, staff, and thought leaders.
- Launched and maintained rapid-response campaigns in support of disaster relief work.
- Worked in close partnership with field professionals and clients in Europe, Africa, Asia, and Latin America to gather personal stories and video content for use in marketing and fundraising materials.

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NYC-DSA

2017 – 2021

Electoral Communications Officer

- Developed and implemented communications strategy and structures for press, social media, and internal communications in support of grassroots organizing efforts and City/State-level electoral campaigns, including 7 victorious State Senate/Assembly races and Alexandria Ocasio-Cortez's first campaign.
- Led writing for talking points, press releases, op-eds, social media, and print collateral.
- Conducted spokesperson training seminars and recruited/onboarded new Committee members.

Maniac (Netflix) and various other television series

2011 – 2017

Script Coordinator

- Created, copy-edited, and distributed scripts and story documents, maintaining strict version control.
- Project-managed deadlines and staff communication under intense time constraints.
- Previous television shows include: *Code Black*, *Prison Break*, *The Following*, *Klondike*, *Zero Hour*, *The Firm*.

Red Scare (Web Series)

2011 – 2015

Creator & Executive Producer

- Wrote and produced an award-winning, 8-episode, hour-long online series.
- Led a multi-disciplinary, 40-person team in all aspects of production and post-production including management of budget, hiring, casting, editing, scoring, color correction, and sound mixing.
- Planned and implemented a successful Kickstarter fundraising campaign.
- Led successful series release, including management of all social media accounts, creation of promotional materials, and press outreach.

EDUCATION

Columbia College, Columbia University – New York, NY

2008

Bachelor of Arts, Philosophy and Music