

Samantha Gallagher

Marketing project manager with 5+ years experience coordinating teams to reach client goals. Adaptive and detail oriented. Experienced working in fast paced and remote environments.

EXPERIENCE

ROI Online July 2014- April 2018 Project Director

- Coordinated and led client meetings.
- Managed CRM/database entry.
- Managed client and team communications.
- Established client goals and communicated objectives.
- Managed project deadlines.
- Coordinated marketing campaign execution.
- Built workflows and landing pages.

ROI Online July 2013 - July 2014 Marketing Associate

- Managed client social media accounts.
- Completed website updates.
- Managed company listing directories (Google, Yelp, Bing).
- Created blog content and edited videos.
- Created workflows, website pages and emails.

WTAMU Cornette Library Government Documents Aug. 2011 - July 2013

- Assisted in management of department holdings database.
- Processed new items and created records.
- Assisted patrons, performed clerical duties and completed special projects.

EDUCATION

West Texas A&M University
Bachelor of Business Administration
Marketing

"SAMMI"

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PROJECT HIGHLIGHTS

Amarillo EDC - Inc. Magazine Partnership

- Coordinated creation and submission of media with project partners, client and Inc. Magazine for print and digital publication.

Amarillo Town Club - CRM Setup

- Setup HubSpot CRM and trained personnel to utilize the software for customer nurturing. Managed data entry.

ROI Online - Onboarding Process Creation

- Created and implemented client onboarding process. Developed goal setting and strategy planning templates.

Move It Self Storage - Local Listings

- Created and updated listings for 50+ locations on five directories. Coordinated with store managers for verification.

SKILLS / CERTIFICATIONS

- Strategic Planning
- CRM Management
- Email Marketing
- Marketing Workflows
- Content Creation
- Google Ads
- Microsoft Suite
- Inbound Marketing
- HubSpot Marketing Software
- Growth Driven Design
- HubSpot Partner Certified
- HubSpot Client Management
- StoryBrand Guide
- Primal Branding