

# Samantha Bagby

A strategy-oriented brand marketer with over five years of experience overseeing the full content marketing process, establishing brand positioning, and improving awareness, engagement, and loyalty among local and national communities.

## EXPERIENCE

### ClearVoice, Gilbert, AZ — Copywriting

July 2021 - Present

- Created SEO content for diverse B2B and B2C industries, including tourism, food and health, and business
- Developed deep understanding of client brands and audiences to produce engaging and informative copy
- Worked with notable clients including Holland America, DeVry University, Cox Communications, and Vimvest Securities

### The Doctors of Physical Therapy, Scottsdale, AZ — Content Marketing

November 2021 - October 2022

- Improved Instagram reach by 1,414%; engagement by 212%
- Increased email open rate by 15%; click-through rate by 1.5%
- Doubled lead generation of copy-based ad
- Developed content strategy and calendar; planned, wrote, and published on-brand content across channels
- Distilled complex topics into engaging and lead-generating copy
- Tracked lead data and optimized content and strategy
- Directed sales team on promotions and product positioning

### Vivo Technologies, Chandler, AZ — Copywriting

Jan 2021 - Nov 2021

- Developed persuasive copy for teleconferencing products and services, effectively driving B2B sales through website and email campaigns
- Collaborated with renowned brands like Logitech to strategize joint marketing initiatives, resulting in increased e-commerce sales and improved brand awareness on dedicated website pages

### P.F. Chang's, Scottsdale, AZ — Brand Management

December 2022 - August 2023

- Managed and successfully executed eight P.F. Chang's-sponsored morning show segments, generating over 15.5 million impressions

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## EDUCATION

UNC-Chapel Hill, NC  
B.A. Journalism and Media,  
conc. Public Relations  
June 2016- May 2019  
Dean's list

## SKILLS

Strategic cross-channel  
campaign planning and  
execution

Copywriting

Content marketing

AP Style

CMS

Market research

Data tracking and analysis

## CERTIFICATES & CREDENTIALS

ANA The Art and Science of  
Brand Building Certificate.  
2023.

Hubspot Inbound Marketing  
Certificate. 2020.

Hubspot Email Marketing  
Certificate. 2020.

- Developed talking points, briefed morning show producers, trained local restaurant spokespeople, and guided production to direct tone and ensure brand voice
- Supported four influencer marketing campaigns, from strategy development to content creation and results analysis
- Oversaw in-person market research interviews with new, lapsed, and existing guests, providing valuable insights on changing diner preferences
- Orchestrated CEO interviews for esteemed outlets such as Forbes, Fortune, CNBC, and the New York Stock Exchange
- Coordinated impactful local restaurant marketing initiatives and events

## PROGRAMS

WordPress

Adobe Creative Suite

Microsoft Word and Office

Canva

Hootsuite

Instagram

Keap (fka Infusionsoft)

Monday

## Hey! VINA, Remote — *Content Writing*

Jan 2016 - May 2019

- Pitched and wrote blog articles in Vinazine voice
- Prepared writers' drafts by checking for AP correctness, the Vinazine voice, and optimized SEO settings

## PORTFOLIO

[sbyportfolio.weebly.com](http://sbyportfolio.weebly.com)

## Web Pluss, Remote — *Agency Content Writing*

Jun 2015 - Sep 2016

- Wrote and edited content for our North American clients' websites, blogs, and social media accounts to raise brand awareness and establish our clients as industry experts