

Samantha Schaitberger

EXPERIENCE

Freelance Digital Consultant
August 2016 - Present

Edelman Digital, Austin, TX
Account Executive,
Feb. 2015 – June 2016

Assistant Account Executive,
May 2013 – Feb. 2015

Intern, Jan. 2013 – May 2013

CONTACT

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MAJOR CLIENTS

Advanced Micro Devices (AMD), Texas Tourism, Beanitos, National Instruments, ASU Online, Pearson, Samsung, Chipotle, DigitalGlobe, Aberdare Solutions

AWARDS

Sabre Awards Finalist for Institutional Image (2016) – 3M SXSW Launch
Sabre Award Finalist for Word of Mouth (2016) – AMD #SpreadJoy Holiday Campaign
2013 Golden Bridge Gold Medal for Best Use of Social Media - AMD

EDUCATION

Georgia State University
August 2007 – Dec. 2011
Bachelor of Arts in Journalism
Bachelor of Arts in Film and Video

Project Management

- Worked collaboratively with inter-agency departments, client contributors and outside vendors to develop campaign workback plans to ensure a high volume of deliverables were completed
- Led art direction from concept to execution for social photography and video assets for brands including Beanitos and Texas Tourism
- Collaborated with PR teams during the development of new business pitches, overarching client strategies, messaging and executive positioning
- Supervised and mentored junior agency staff. Selected and interviewed all digital intern and assistant executive candidates
- Created and monitored project budgets, submitted vendor invoices, collected vendor cost estimates, forecasted monthly client billing

Planning, Strategy & Analytics

- Developed multi-year social plans, campaign research reports, creative briefs, project objectives and competitive analyses
- Conducted regular social listening audits to identify and recommend data-driven digital opportunities
- Created individualized reporting dashboards based on client goals and managed ongoing and campaign-specific reporting, analytics and insights
- Led training for clients and colleagues on how to effectively leverage social management tools including Spredfast, Radian6, SproutSocial and more

Social Media & Content Creation

- Spearheaded content planning and creation, handled daily community management across a range of social platforms (Facebook, Instagram, Twitter, Pinterest, LinkedIn, Google+, client-owned websites, blogs, etc.)
- Led numerous activations in social “war rooms” that utilized live community management and reporting during real-time events such as SXSW, Black Friday and CES for brands including 3M and Neiman Marcus
- Content, community management and paid efforts led to the growth of:
 - AMD Gaming’s social community by 179% (2+ million global fans) and AMD YouTube subscriptions by 302% since FY14
 - Texas Tourism’s social community by 131%, including a 350% organic growth on Pinterest (400K+ followers) since FY14

Paid Social & Influencer Marketing

- Created and executed paid social campaign strategies and budget recommendations, developed targeting profiles, monitored and optimized ads in real-time, reported results and insights – on average managed \$120,000 campaign spends per quarter across Facebook, Twitter, Instagram and LinkedIn, yielding CPE and CPC results as low as \$0.01
- Developed, pitched and executed a pilot influencer program for Texas Tourism in FY15. The success of this pilot program directly led to a 30% increase in Edelman’s social budget for FY16
- Identified and pitched social influencers, negotiated contracts, staffed and booked influencer press trips, managed project deliverables and reporting

Client Services

- Positioned as day-to-day point of contact between the agency and clients for multiple fast-paced national and global brands
- Served as Edelman’s global Instagram Knowledge Manager, the day-to-day contact for any Edelman team or client who needed information regarding Instagram ads, best practices for the platform, emerging trends, etc.
- Led Edelman Austin’s Citizenship team. Identified, delegated and managed pro-bono work for local non-profits