

Stan Samples

Proven Leader in Communications, Public Relations, Digital Marketing & Advertising

Based in Atlanta, Georgia, Stan is an experienced marketing communications professional, skilled in planning and executing digital and traditional programs to help organizations thrive through earned media, owned media, shared media and paid media.

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📞 770-605-0039

📍 1100 Amhearst Oaks Drive, Lawrenceville, GA

SKILLS

Advertising	Analytics	Branding	Communications
Content Writing	Copywriting	Creative Design	Crisis Communications
Digital Strategy	Email Marketing	Leadership	Marketing
Media Pitching	Message Development	Press Releases	Promotions
Public Relations	Public Speaking	Search Engine Optimization	Social Media
Speeches	Television/Radio	Video	Website Development

INDUSTRY EXPERIENCE

Banking and Financial

Building and Construction

Cable Television

Education and Training

Food and Beverage

Health Care and Medical

Hotel

Legal

Nutrition

Professional Services

Restaurant

Retail

Technology

WORK EXPERIENCE

Director of Communications

Kellen

04/2017 - 01/2021

Atlanta, GA

Kellen is the largest global Association Management Company, managing more than 100 non-profit trade and professional associations.

- **Earned Media:** Increased media coverage four-fold for the Calorie Control Council with outlets including *ABC News, Today, CNN, Consumer Reports, US News and USA Today*. Generated publicity at seven times the prior level for the Association for Dressings and Sauces, including *Forbes, People, Money, New York Times, Wall Street Journal* and *Food Network*.
- **Owned Media:** Managed content development, SEO and website redesigns that increased visitors by 117% and page views by 64% for Dressings-Sauces.org, achieving the highest yearly traffic to date. Increased page views for Shop Association by 36%, delivering the highest attended webinar. Rebranded CalorieControl.org. Composed and delivered speeches, presentations, videos, themes and collateral.
- **Shared Media:** Managed a dozen influencers, resulting in 230 contributed articles and numerous social media posts for Calorie Control Council. Boosted engagement rates, impressions and fan bases by 10% year-over-year on Facebook, Twitter and LinkedIn for the Association for Dressings and Sauces. Monitored social media conversation (Brandwatch, Crimson Hexagon, Netbase).
- **Paid Media:** Supervised a team of four on digital ad campaigns for Facebook, LinkedIn, Taboola, Outbrain and Google, increasing website and social media traffic 30%+ over prior years for several associations. Conducted trade media advertising campaigns, bringing targeted and relevant audiences to websites, exceeding average time on site by 50%.
- **Strategic Direction:** Provided message platform development, proactive coaching for media interviews, and 360 degree integration of communications objectives within the framework of the organizations goals and objectives, assuring alignment with delivered messages. Provided forecasts based on delivered key performance indicators. Developed and reviewed annual plans and budgets.
- **Leadership/Management:** Supervised direct reports, as well as other team members, using human resources procedures and principles for performance evaluations, ensuring adherence to policies and constant employee development and improvement. Hired and mentored staff through strong interpersonal skills, proactive training and monitoring for consistent results. Encouraged team in goal setting.
- **Quality Control:** Headed up digital project management, including consultation, needs analysis, evaluating programs for readiness for promotion, communication of research methods especially in crisis communications. Evaluated monthly and yearly financial statements against budget. Addressed accounting issues and solved problems.

WORK EXPERIENCE

Senior Account Supervisor

Kellen

03/2011 - 04/2017

Atlanta, GA

- **Earned Media:** Established National Association of Professional Geriatric Care Managers (NAPGCM) as experts in long term care in MSNBC, Huffington Post, Forbes, AARP, PBS, New York Times, ABC News and others, boosting media coverage ten fold. Generated publicity at double the prior level for Reed Construction Data in *CNN, Money, CNBC, For Construction Pros*, and local business media.
- **Owned Media:** Managed website relaunches for nine website properties for the Calorie Control Council (CCC), improving time on site 49% and decreasing bounce rate 85% for CalorieControl.org. Improved website engagement for NAPGCM by doubling time spent on site, and decreasing the webpage bounce rate with half the visitors clicking “find a care manager”, the primary call to action.
- **Shared Media:** Created videos on YouTube, gaining first page rankings for Calorie Control Council, the National Pecan Shellers Association and the Juice Products Association. Developed thought leadership and storytelling videos featuring geriatric care managers from NAPGCM. Improved positive social media sentiment by 10% for CCC through media placements and social influencer campaigns.
- **Paid Media:** Created “In the Know” sponsored segments that aired on DirecTV broadcasts of *A&E, Lifetime, Discovery, CNN, Food Network* and other cable networks, reaching one million subscribers per placement. Boosted sales for pasta by ten percent in three Florida markets in a social media, traditional media and internet advertising campaign conducted for the National Pasta Association.

Marketing Communications Manager

Kellen

03/2003 - 03/2011

Atlanta, GA

- **Earned Media:** Raised awareness for the National Academy of Elder Law Attorneys (NAELA). Earned double the media coverage for NAELA including *ABC News, NBC News, CBS News, Fox News and NPR*. Gained media coverage for the National Association of Margarine Manufacturers via celebrity/doctor media tours including *CNN, The View, Hollywood Squares* and *The Wayne Brady Show*.
- **Owned Media:** Wrote and managed content for the AMC Institute. Rebranded NAELA. Increased search engine rankings through SEO among 50+ websites, increasing rankings 75% of the time among a pool of priority keywords.
- **Shared Media:** Created blogs on Blogger and social platforms on Facebook and YouTube for CCC and NAELA. Coordinated third-party influencers for CCC thought leadership. Distributed more than 50 videos – from animated explainers to thought leadership interviews to consumer opinion to recipes – created in house and through outside production firms for a variety of industry groups.
- **Paid Media:** Generated website traffic increases at 10% or more via search ads placed on Google, MSN and Yahoo. Bought sponsored editorial resulting in 700+ print and online placements, earning an award of excellence from the vendor. Bought B2B print ads.

RECOMMENDATIONS

Paul Hagar, Senior Vice President, Kellen

“Stan leads teams and projects with a friendly, open leadership style. He is a natural mentor who is generous with sharing knowledge and pitching in to do the work as well as directing it. He is also conscientious in his approach, building a base of client knowledge and solid processes that set the stage for quality results. He is also a trustworthy team player who values and works on behalf of the needs of the organization.”

Kara Yacovone, Account Supervisor, Kellen

“Stan brings a breadth of knowledge to every communications account he touches, providing expertise from digital marketing, to traditional PR, to content development, with everything in between. He is always willing to help out a teammate or account in need and works to help educate others to help build their skillset as well. Overall, Stans friendly, can-do attitude and client commitment make him a pleasure to work with.”

Seth Mohs, Director of Digital Marketing, TalentQuest

“Stan is a great professional to work with. We worked together at Kellen and he helped me a lot to get started and also to understand internal processes. His work ethics are immaculate and he is so easy to work with. He goes out of his way when you ask for some help and guidance. Stan is a great asset to any team.”

Jeannie Milewski, Executive Vice President, Kellen

“I worked with Stan for over five years in his role as Director of Communications for The Association for Dressings and Sauces (ADS). Stan oversaw the implementation of an annual communications program that resulted in achieving key performance indicators (KPIs) for consumer engagement within budget. Stan is an out-of-the box thinker, whose ideas often sparked creative solutions for challenges in a variety of areas.”

ACHIEVEMENTS

Award-Winning Projects

Managed 34 award winning projects: CTAM (Cable TV), PROMAX (TV/Radio), Telly (Advertising), AMA (Marketing) & PRSA (PR)

Assessments

LinkedIn Skill Assessment Badges for Google Ads, Google Analytics, Search Engine Optimization (SEO). Indeed Assessments for Social Media, SEO, Marketing, Graphic Design, Proofreading, and Verbal and Written Communication.

EDUCATION

Bachelor of Business Administration (BBA), Marketing

Georgia State University, Atlanta, GA

magna cum laude