

# STAN SAMPLES

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## WORK EXPERIENCE

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**Director of Marketing and Communications, 08/2021 - 08/2022**

SpaceWorks Enterprises, Inc., Atlanta, GA

- Deployed communications plans with effective content, social media and video campaign strategies, gaining 22% more LinkedIn followers, earning a 6% engagement rate, boosting social platform page views by 188%, and increasing engagement tenfold.
- Increased media coverage by 80% with placements in *SpaceNews*, *Atlanta Business Chronicle*, *SpaceRef*, *Aerospace America* and others.
- Boosted brand awareness by 27%. Refreshed brand with new website, increasing visit duration by 39%. Boosted website traffic by 38%, page views by 57%.
- Directed Studios team in creating effective infographics and dynamic documentary-type videos.

**Director, Communications, 04/2017 - 01/2021**

Kellen Communications, Atlanta, GA


- Headed communications accounts for Calorie Control Council and Association for Dressings and Sauces, reaching performance goals.
- Led Kellen's Digital group, providing direction on Facebook, LinkedIn, Taboola, Outbrain, and Google campaigns.
- Boosted media coverage 300% for the Calorie Control Council, obtaining coverage on *ABC News*, *Today*, *CNN*, *Consumer Reports*, *US News*, and *USA Today*. Developed ideas and leads for new stories according to industry trends.
- Managed online content, search engine optimization (SEO), and website redesigns, increasing website visitors by 117%, page views by 64% and average site duration by 50%.
- Monitored expenditures against annual budget to mitigate risk of overages, and to reallocate based on success rates of tactics.
- Edited staff-written articles for content and brevity. Developed dashboards to assist board members with critical business decisions.

**Senior Account Supervisor, 03/2011 - 04/2017**

Kellen Communications, Atlanta, GA

- Conceived and executed marketing communications and promotions, matched to client marketing objectives and strategies.

 Lawrenceville, GA 30043

 770-605-0039

 stanhsamples@gmail.com

## PORTFOLIO | PROFILES

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- [stansamples.com](http://stansamples.com)
- [linkedin.com/in/stansamples](https://www.linkedin.com/in/stansamples)
- [twitter.com/stansamples](https://twitter.com/stansamples)

## SKILLED, WITH POISE

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B2C and B2B results-driven marketing communications professional, with more than 20 years of experience building awareness, thought leadership and revenue with P.O.I.S.E.

- **Paid Media:** Generating buzz through social media ads, consumer and trade advertising, sponsored content, online search advertising.
- **Owned Media:** Managing websites and developing articles, stories, video, speeches, white papers, webinars and in-person events.
- **Influencer Media:** Collaborating with social media influencers, brand ambassadors, and third party experts.
- **Social Media:** Building social media platforms, monitoring for online reputation, co-branding with like-minded organizations.
- **Earned Media:** Earning millions of dollars in media value through media relations, publicity generation and influencers.

- Led website and social channels, including storytelling videos, for National Association of Professional Geriatric Care Managers (NAPGCM).
- Increased media coverage nine-fold for NAPGCM with placements in *About.com*, *MSNBC*, *Huffington Post*, *Forbes*, *AARP*, and local media. Improved publicity 100% for Reed Construction Data in *CNN*, *Money*, *CNBC*, *For Construction Pros*, and local business media.
- Created "In the Know" segments for DirecTV subscribers of A&E, *Lifetime*, *Discovery*, *CNN*, *Food Network*, reaching 1M subscribers.
- Oversaw 9 website relaunches among all Calorie Control Council sub-brands, while driving user experience and in some cases, increasing time on site by 49%, and decreasing bounce rate by 85%.
- Reviewed individual components of marketing mix in new and unexpected ways, challenging conventions and assumptions and inspiring clients to do likewise.
- Negotiated better ad rates and delivered added value through experienced media negotiation, saving in cost. Communicated best digital marketing practices among personnel to align efforts and goals.

#### **Marketing Communications Manager, 03/2003 - 03/2011**

Kellen Communications, Atlanta, GA

- Led strategic communications development and implementation for Calorie Control Council, AMC Institute, National Academy of Elder Law Attorneys & National Association of Margarine Manufacturers.
- Devised and executed integrated, online and direct marketing campaigns, increasing website traffic by 10%.
- Created animated video explainers, thought leadership interviews, consumer opinion and lifestyle how-to's.
- Amplified search engine rankings through SEO to garner a 75% success rate of ranking increases.
- Represented clients with media, conveying consistent messages to support objectives. Coached executives on talking points and communication strategies. Earned media on *ABC News*, *NBC News*, *CBS News*, *Wall Street Journal*, *NY Times*, *Chicago Tribune*, *The View*, *CNN*, *NPR*, and *Money*, delivering media value of 10X budget.
- Delivered cross-platform social media promotions, capitalizing on strengths of each site to effectively reach target audiences.
- Managed consistent design theme, look and content of online presence for dozens of clients.

## INDUSTRIES

Aerospace – 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

## RECOGNITION

- **Recognized by 50 LinkedIn members with 200 endorsements** for skills including media relations, publicity generation, social media, marketing communications, advertising, SEO
- **Certified by HubSpot** for Digital Marketing
- **Assessed by LinkedIn** for Google Ads, Google Analytics, SEO
- **Awarded by CTAM** (Cable TV), **PROMAX** (TV/Radio), **Telly** (Advertising), **AMA** (Marketing), **PRSA** (PR) among 34 projects
- **Assessed by Indeed** for Social Media, SEO, Marketing, Graphic Design, Proofreading, Communication

## EDUCATION

### **BBA, Marketing**

Georgia State University - Atlanta, GA

- Magna Cum Laude graduate
- Dean's Scholarship Key, GSU College of Business Admin
- Outstanding Scholarship Award, GSU Mortar Board Honor Society
- Beta Gamma Sigma Honor Society
- GSU Outstanding Merit Award
- Blue Key National Honor Fraternity