

# Stan Samples

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Core Skills: Marketing Communications | Public Relations | Social Media | Creative Strategy | Advertising | Digital Marketing | Consumer Marketing | Business to Business Marketing

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## EXPERIENCE AND ACCOMPLISHMENTS

### **Bruder Healthcare, a Hilco Vision Company, Atlanta eye care company**

Feb 2024 - Present -- Senior Manager, Marketing Communications/Social Media for Hilco Vision and subsidiary companies Bruder Healthcare and M&S Technologies

Oct 2022 – Feb 2024 -- Senior Manager, Marketing Communications, Bruder Healthcare

Develop and execute B2B and B2C content strategies & development, product education, and brand messaging to drive sales, increase brand loyalty, and improve market share. Manage social media (Facebook, Instagram, LinkedIn, Twitter), paid media (trade media, influencers, key opinion leaders), owned media (websites, videos, blogs, tradeshow, collateral) and earned media (trade media).

- Developed theme for 2023 “Open Your Eyes to Bruder” used in all communications.
- Launched four new products, with branding, packaging, collateral, tradeshow and websites.
- Increased Facebook impressions by 52% and Instagram impressions by 83%. Doubled LinkedIn followers, achieving an 11% average engagement rate.
- Doubled the media coverage with placements in Eyes on Eyecare, Ophthalmology Times, Ophthalmology Review, Review of Optometry, Healio, Vision Monday.
- Boosted website traffic by 20% to Bruder.com.

### **SpaceWorks Enterprises, Atlanta aerospace company**

Aug 2021 - Aug 2022 -- Director of Marketing and Communications

Promoted Company vision through storytelling, focusing on successful missions. Targeting aerospace, governmental and media, wrote new content and refocused featured articles. Managed SpaceWorks Studios including hiring, mentoring staff, and setting direction.

- Increased media coverage by 80% with placements in SpaceNews, Atlanta Business Chronicle, SpaceRef, Flying Magazine, Aerospace America and others.
- Developed communications strategy and content publication schedule, wrote 30 news posts, product, and service pages. Directed and published video documentaries for several high-profile missions.
- Increased website visitors by 27%, visits by 38%, pageviews by 57%, and visit duration by 39%.
- Increased social media followers by 22% on LinkedIn, achieving a 6% engagement rate (compared to a 3% industry average). Across Facebook, Twitter and LinkedIn, tripled visitor traffic and click rates, boosted social media page views by 188% and engagement tenfold.

### **Kellen Company, Atlanta trade association management company**

Apr 2017- Jan 2021 -- Director, Communications

Led communications for multiple organizations. Developed and managed budgets and timelines. Oversaw, hired, and coached a team of direct reports. Guided message platform development and led

recruitment for media interviews. Managed rebranding projects. Composed and delivered speeches, presentations, videos, themes, and other communications.

- Created and managed online content, search engine optimization (SEO), and website redesigns, increasing website visitors by 117% and page views by 64% for Association of Dressings and Sauces.
- Managed 10 influencers (doctors, dietitians, pediatricians) resulting in 230 contributed articles and social media posts for Calorie Control Council. Increased impressions by 10% on Facebook, Twitter, and LinkedIn.
- Crafted marketing plans and directed digital campaigns for Facebook, LinkedIn, Taboola, Outbrain and Google, increasing website and social media traffic 30% and time on site 50%.
- Expanded media coverage 300% for the Calorie Control Council, obtaining coverage on ABC News, Today, CNN, Consumer Reports, US News, USA Today and many other outlets.

Mar 2011- Apr 2017 -- Senior Manager, Communications

- Oversaw nine website relaunches for Calorie Control Council, improving time on site by 49%, and decreasing bounce rate 85%.
- Gained page one YouTube rankings for Calorie Control Council, National Pecan Shellers Association, and Juice Products Association. Developed thought leadership through videos featuring geriatric care managers from the National Association of Professional Geriatric Care Managers.
- Amplified media coverage 900% for NAPGCM in com, MSNBC, Huffington Post, Forbes, AARP, and local media. Improved search coverage for the Association of Fundraising Distributors and Suppliers
- Boosted media coverage by 100% for Reed Construction Data in CNN, Money, CNBC, For Construction Pros, and local business media.

Mar 2003 - Mar 2011 – Manager, Communications

- Managed marketing communications, including expanding brand awareness and creating blogs and social platforms for Calorie Control Council. Developed 50 videos covering a wide range of topics, such as animated explainers, thought leadership, consumer opinion, and recipes.
- Secured coverage in media outlets for the National Association of Margarine Manufacturers through celebrity/doctor media tours with appearances on CNN, The View and Inside Edition.
- Earned media coverage for National Academy of Elder Law Attorneys in ABC News, NBC News, CBS News, Fox News, CNN, Wall Street Journal, New York Times, NPR and Money.
- Wrote and managed content for AMC Institute for thought leadership. Oversaw paid media, increasing website traffic by 10+% by implementing digital ads in alignment with keyword searches on Google.
- For a variety of clients, successfully boosted search engine rankings through search engine optimization (SEO) to garner 75% success rate of rankings improvement.

## **EDUCATION**

**Bachelor of Business Administration (BBA), Marketing**

**Georgia State University** -- magna cum laude

GSU chapter member of Beta Gamma Sigma Honor Society, Outstanding Scholarship Award from the GSU Mortar Board Honor Society, GSU Outstanding Merit Award, Recipient of the Dean's Scholarship Key from GSU's College of Business Administration, Blue Key National Honor Fraternity.