

Stan Samples

Senior Marketing Communications Leader | PR | Digital Strategy | Social Media | Brand
(770) 605-0039 | stanhsamples@gmail.com | LinkedIn.com/in/stansamples | StanSamples.com

SUMMARY

Senior marketing communications and public relations leader with 15+ years building brand visibility, driving digital engagement, and elevating executive voice. Skilled at managing integrated campaigns, social media strategy, influencer partnerships, and digital content that delivers results. Experienced aligning messaging across paid, earned, owned, and shared channels to increase awareness, build trust, and accelerate sales.

SKILLS

Advertising | Brand Strategy | Business Analytics | Content Management | Copywriting | Corporate Identity | Crisis Communications | Digital Marketing | Email Marketing | Google Analytics | Influencer and KOL Relations | Marketing Campaigns | Marketing Communications | Media Relations | Paid Search Marketing | Public Relations | Public Speaking | SEO | Social Media Strategy | Strategic Planning | Team Leadership | Trade Shows | Website Design

INDUSTRIES

Aerospace & Defense | Banking & Financial Services | Beverages & Consumer Packaged Goods (CPG) | Business Services | Cable & Telecommunications | Construction & Engineering | Education & E-Learning | Healthcare & Medical | Legal Services | Professional Services | Restaurants & Hospitality | Technology & Software

EXPERIENCE

Hilco Vision – Senior Manager, Marketing Communications

Global eyewear and eye care company. Brands: Bruder Healthcare, M&S Technologies, Croakies, Jonathan Paul.

Oct 2022 – Aug 2025 | Atlanta, GA

- **Increased Brand Awareness:** Developed “Open Your Eyes to Bruder” theme and amplified the brand, leading to a 100% increase in earned media coverage. Communicated messaging and news campaigns to elevate Bruder's position as thought leader, increasing share of voice.
- **Managed Perception:** Directed multiple brands, increasing earned impressions by 52% on Facebook and 83% on Instagram, while doubling LinkedIn followers.
- **Boosted Website Traffic:** Curated and implemented content that aligned with brand voice, creating over 40 digital resources, including product explainer videos, case studies, and blog articles, leading to a 45% increase in organic website traffic.

SpaceWorks Enterprises – Director of Marketing and Communications

Aerospace company: Advanced Development, Defense and Space, Software.

Aug 2021 – Aug 2022 | Atlanta, GA

- **Positioned Leadership as Industry Innovators:** Created compelling narratives around missions and innovations, resulting in an 80% earned media coverage increase.
- **Drove Audience Engagement:** Achieved an increase of 27% in website visitors, 57% in page views, and 39% in time on the website.

- **Generated Marketing-Qualified Leads:** Launched paid LinkedIn campaign, tripling social media engagement, curating leads and increasing revenues to achieve sales targets.

Kellen Company – Director, Communications

Trade association management company, serving more than 100 professional and trade organizations.

Apr 2017 – Jan 2021 | Atlanta, GA

- **Boosted Share of Voice:** Achieved a 300% increase in media coverage earned for the Calorie Control Council, in *ABC News, Today, New York Times, CNN, and USA Today*.
- **Increased Audience Interaction:** Directed ad campaigns across Facebook, LinkedIn, and Google, achieving 30% growth in website and social traffic and boosting time on site by 50%. Enhanced website user experience, achieving a 117% rise in website visitors and 64% growth in page views through SEO-driven redesigns.
- **Built Trust with Key Stakeholders:** Oversaw communications strategies and teams for global trade associations, enhancing brand visibility and stakeholder engagement through multi-channel campaigns. Successfully led rebranding projects and crisis communication strategies to manage reputation.

Kellen Company -- Senior Manager, Communications

Mar 2011 – Apr 2017 | Atlanta, GA

- **Gained Public Support for Product Category:** Elevated Calorie Control Council through earned media coverage (*ABC News, Fox News, USA Today*) to shape public sentiment on calorie and diet issues, resulting in a 10% increase in positive consumer sentiment. Balanced the narrative with crisis response communications.
- **Established Clear Brand Messaging and Voice:** Increased awareness for National Association of Professional Geriatric Care Managers through a 900% increase in media coverage. Directed sponsored TV segments reaching 3 million. Boosted awareness for National Association of Margarine Manufacturers with a cardiologist and celebrity media tour.
- **Drove Conversion:** Drove 10% sales increase for pasta in three Florida markets through a targeted multi-channel paid ad campaign for the National Pasta Association.

PLATFORMS

- Social: Facebook, LinkedIn, Twitter, Instagram. Digital Advertising: Google Search, Google Display, Google Network, Outbrain, Taboola, YouTube. Creative: Adobe Creative Suite, Canva. Website Development: Drupal, WordPress. Digital Media Monitoring: Cision, Meltwater, Muck Rack. Social Media Analysis: Brandwatch, Critical Mention, Radian6 Salesforce, Sysomos. Analytics: Google Analytics, HubSpot, Moz, Raven. Social Media Management: Hootsuite, Loomly, Sprout Social. Email Marketing: Constant Contact, Emma, Klaviyo, Mailchimp. Traditional Advertising: Direct Response, Magazine, Newspaper, Outdoor, Radio.

EDUCATION

Georgia State University – Bachelor of Business Administration, Marketing

- **Achievements:** Magna cum laude graduate (3.82 GPA), GSU Mortar Board Honor Society Outstanding Scholarship Award, GSU Outstanding Merit Award, Dean's Scholarship Key, Blue Key National Honor Fraternity, Beta Gamma Sigma Honor Society.