

Sam Stroman

BRAND / CREATIVE DIRECTION / MARKETING

PROFILE

Name

Sam Stroman

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SOCIAL

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ABOUT

I enjoy leading creative problem solving initiatives for branding, and marketing problems in the digital space. I strive to work in the sweet spot of being "optimistically realistic" by elevating the creative and technical vision for any given experience, while working within the constraints of each project.

My work experience spans many disciplines: branding, marketing, advertising, developing Flash games (remember those?), optimizing e-commerce websites, designing/managing email campaigns, concepting/designing award-winning microsites, managing site replatforms, and leading teams in both functional roles and people-leadership capacities.

EXPERIENCE

09.24–NOW **Stat** VP MARKETING

ROLE

Grow a small healthcare startup into a national brand that "punches above its weight" and is ready to deliver on big plans.

ACHIEVEMENTS

- Grew team from 1 to 3 roles spanning: content production, content marketing, social media, art direction, media production, paid media, MOPs, SEO, website development, and event marketing.
- Launched multi-channel demand gen including live and virtual events, prospecting, and digital marketing that directly sources deals.
- Led a rebrand from "SyncTimes" to "Stat" and built the Care Traffic Control positioning and Evidence-Based Operations content framework.
- Built the THRU-PUT Healthcare Operations Summit from a blank page into a flagship industry event.
- Rebuilt Stat's online presence and website around real customer language to drive inbound demand.
- Built the case-study library that anchors nearly every sales conversation.
- Published the State of Care Operations Benchmark Report as Stat's first original research project.
- Drove \$4.45M in marketing-attributed closed-won revenue in 2 years.

08.18–08.24 **Awardco** VP BRAND & MARKETING / CREATIVE DIRECTOR

ROLE

Built brand and marketing teams from the ground-up to: 1) drive global demand and awareness of the Awardco brand, 2) enable sales with high-quality messaging and experiences, and 3) generate revenue.

ACHIEVEMENTS

- Founded the brand & marketing teams at Awardco, growing to 15 roles.
- Complete brand refresh including: marks, typography, color scheme, messaging, voice, website, collateral, etc.
- Grew team capabilities to include content production, content marketing, social media, art direction, media production, paid media, MOPs, SEO, website development, event marketing, and product marketing.
- Directed the creation of 16 eBooks and whitepapers, 20 webinars, six quarterly virtual summits, 100+ sales one-sheets, 200+ blog posts, 500+ social posts, 2,000+ client deliverables across countless campaigns.
- Managed an annual budget of over \$3M, including discretionary spend and department resource allocation.
- Drove marketing-sourced revenue 7.7x from \$775k in '20 to \$6M in '23.
- Drove marketing-sourced pipeline 9.3x from \$5.3M in '20 to \$49.7M in '23.
- Generated over \$15M in direct revenue, \$30M in influenced revenue, and \$110M in pipeline from 2021–2023.
- Averaged over \$18 PPD (pipeline per dollar) spent with discretionary spend from 2021–2023.
- Grew monthly website traffic 22x from 5.5k unique visitors in 2018 to 121k.
- Grew opp conversion rate from 7.7% in 2021 to 9.3% in 2023.

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BRANDS I'VE WORKED WITH

ABCFamily
Beats
Boyer Company
Bryce Canyon Visitors Bureau
CHG
CompHealth
Exxon Mobil
Hogle Zoo
JP Morgan Chase
Macey's
National Geographic Channel
Outdoor Research
Oakley
Polynesian Cultural Center
Rio Tinto
RNNetwork
Rocky Mountain Power
SLC Fine Arts
Suunto
Utah Museum of Fine Arts
Visit Park City
Warner Bros.
Xbox
Young Living
Zions Bank

EXPERIENCE CONTINUED

07.17–09.18 **Jane** LEAD PRODUCT DESIGNER

Roles: Principal designer for the Marketing Experience Team

Highlight: Designed 'Restock Reminder' functionality into the Jane experience leading to over 1,000 new customer engagements/day.

02.15–07.17 **CHG Healthcare** SENIOR USER EXPERIENCE DESIGNER

Roles: Led UX/UI design team that maintained 5 national healthcare discovery through design, development and delivery.

Highlight: Art direction and lead front-end developer for award-winning LocumStory.com website.

06.13–02.15 **Experticity** LEAD INTERACTIVE DESIGNER

Roles: Led UX/UI concepting for the Experticity product education platform. Art direction, UX design, and lead front-end development for various clients, such as: **Oakley**, **Mountain Hardwear**, and **Suunto**.

Highlight: Led the 'Future of Experticity' internal platform design initiative.

05.12–06.13 **Richter7** SENIOR EXPERIENTIAL DESIGNER

Roles: Managed interactive concepting, UX/UI design and front-end development for national clients in a fast-paced, deadline-driven environment (ad agency).

Highlights: Addy Award winner for **Richter7 Case Study** site design/development, and for **Hogle Zoo Lego Exhibit** campaign.

09.11–05.12 **Utah State University** ADJUNCT PROFESSOR

Roles: Developed curriculum for **User Interface Design** (both 1000 and 2000 level courses). 6 hours of weekly instruction and hands-on workshops covering: web usability, UI patterns, responsive design, and HTML/CSS/JS.

Highlights: Course satisfaction > 90%, invited to stay as full-time instructor.

11.09–05.12 **CampSaver.com** CREATIVE DIRECTOR

Roles: Led UX design, art direction, visual design, front-end development, and brand strategy for outdoor retail website.

Highlights: 61% increase in monthly site visitors (89,000 to 144,000), 18% increase in pages/visit (4.8 to 5.7) through UI & front-end improvements.

06.08–11.09 **Riester** ART DIRECTOR

Roles: Lead interactive art direction, UI design, visual design, and front-end development for all Salt Lake market clients.

Highlights: Tractor Racing Branding

2003–2008 Various agency and in-house creative roles. Ask for details.