

Sam Mesquita

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Brand and communications leader with 10+ years crafting high-impact creative strategies, scaling brand ecosystems, and leading cross-functional teams across communications, design, content, and marketing. A trusted storyteller and marketing operations expert who balances creative excellence with scalable systems—shaping modern brands with substance and soul.

PROFESSIONAL EXPERIENCE

Director of Content Digital Marketing Manager Social Media Manager <i>Brightmark, San Francisco, CA</i>	February 2023 – Current January 2022 – February 2023 August 2021 – January 2022
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- Own and evolve the Brightmark brand narrative, voice, and visual identity across all channels—including digital, social, web, email, and executive communications.
- Lead and mentor a multidisciplinary team of designers, content strategists, and marketers to deliver high-impact brand and marketing work at scale.
- Built and operationalized a scalable creative engine—boosting marketing output by 140% and establishing streamlined workflows that enhanced team efficiency and brand consistency.
- Spearheaded the strategic evolution of Brightmark’s digital presence, increasing web traffic by over 300K users and growing total email subscribers by 454%.
- Led social media growth strategy, achieving 97% growth in followers and 200% engagement increases on core platforms.
- Partner with senior leadership (CEO, CMO, CFO, and legal) to drive cohesive brand strategy across enterprise, investor, and public communications.

Content and Social Media Manager <i>Pepperdine University – Graziadio Business School, Los Angeles, CA</i>	July 2019 – August 2021
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- Developed and executed content strategies to increase enrollment and strengthen the university's digital presence. Managed multi-channel marketing campaigns, aligning messaging across web, social media, and email.

Brand Manager <i>Govig and Associates, Scottsdale, AZ</i>	January 2017 – June 2019
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- Served as a one-person marketing department, leading brand identity development, design direction, and content strategy.

EDUCATION

Bachelor of Science in Digital Marketing Bachelor of Arts in Business Communication W.P. Carey School of Business - Arizona State University	January 2016 – May 2017 August 2015 – December 2016
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SKILLS

Brand Strategy · Creative Direction · Team Leadership · Cross-Functional Collaboration · Multi-Channel Campaigns · Voice & Messaging Architecture · Storytelling · Scalable Marketing Operations · Content Strategy · Digital Ecosystem Growth · Design Thinking · Change Management · Executive Communications · B2B & B2C Marketing · Martech & Workflows

TOOLS & PLATFORMS

Figma · Adobe Creative Suite · Webflow · WordPress · Google Analytics · Sprout Social · Canva · Slack · Asana