

# Samantha Volpe

Design & Marketing Professional

## OVERVIEW

Sam is passionate about marketing and bringing ideas to life; from concept to execution. She has experience both at agencies and in-house roles. She is currently seeking a position in office or hybrid, in design and marketing in Nashville, TN.

## CONTACT

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## SKILLS

Customer Service  
Client Relations  
Design and Development  
Problem-solving  
Project Management

## EXPERTISE

Adobe Creative Suite  
Basecamp  
Basic HTML, CCS, Javascript  
Brand Identity  
Copywriting  
Google Analytics  
Google Ads  
Google Web Designer  
Meta Business Suite  
Merchandise Design  
Newsletter Design  
Notion.so  
Strategy  
Video Editing  
Webflow

## EDUCATION

Indiana University Bloomington  
Class of 2015

## WORK EXPERIENCE

**TUNE** December 2019 - current  
Marketing Manager Nashville, TN  
Lead marketing and creative associate for a wellness tech start-up. Copywrite, create and monitor ads, design and develop brand website, signage, pitch decks, wireframes, sales funnels, 3D art direction and supporting marketing materials.

**TARO DESIGN CO.** August 2019 - current  
Designer, Art Director Nashville, TN  
Creating online experiences and ads for small brands and business, primarily in the wellness and self-care industries. Design websites in Figma and develop in Webflow.

**JW MARRIOTT NASHVILLE** January 2019 - December 2019  
Graphic Designer Nashville, TN  
Designed marketing materials for hotel and on-site boutique stores and restaurants - social ads, menus, event marketing, special offers, campaign design, video editing, large-scale billboard signage, special event branding, and more.

**GRAYSCALE MARKETING** August 2018 - December 2018  
Designer, Marketing Specialist Nashville, TN  
Designed graphic materials for artists, bands, brands, festivals and conferences. Facilitated and coordinate ads and marketing for shows with venue teams. Produced and directed video content and contribute motion design to editing.

**KALEIDOSCOPE MEDIA** March 2017 - July 2018  
Digital Marketing Strategist Nashville, TN  
Managed client and in-house website updates, create Google and Facebook ads, assisted in product photoshoots. Received and directed public relations inquiries.

**M STREET ENTERTAINMENT GROUP** September 2016 - January 2017  
Event Production Coordinator Nashville, TN  
Event producer in coordination of vendors load-in and load-out. Managed performers and performance timing. Sourced decor and stay within budget to add to event ambiance.

**CHICAGO FIRE (NBCUNIVERSAL)** June 2015 - July 2016  
Production Assistant Chicago, IL  
Organized and delivered updated scripts, facilitate details on production meetings, sent footage to post production, managed mail to set, special assist to locations and public relations departments.