

Samantha Volpe

Brand & Tech Strategist
Systems Architect

CONTACT

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EDUCATION

Indiana University
Bloomington
B.S. — Class of 2015

SKILLS

AI Prompting
Airtable
AWS
Basic HTML, CSS, JS
Customer.io
Figma
Google Analytics
Google Ads
Klaviyo
Notion
Shopify
Strategy
Webflow
Wordpress
Zapier

EXPERTISE

Brand Identity
Brand Strategy
Creative Direction
Design Systems
Event Production
Live Entertainment Tech
System Automation
Strategic Systems
Project Management
UX/UI Design
Web Development
White-label Ops

OVERVIEW

Samantha is a brand and tech strategist. With a combination of design fluency and technical execution she builds brand architecture and digital systems — from live entertainment ticketing operations and wellness start-ups to merchandise and consumer goods.

WORK EXPERIENCE

Director, Creative Brand Strategy & Tech Systems Evolution of Advertising · Full-time

Jun 2025 – Jun 2026 · New York, NY · On-site

- Built an end-to-end automation stack (Airtable → Zapier → Webflow) that auto-generated show landing pages at individual show, multi-settlement, and tour levels - including with dynamic banners for special offers and availability.
- Worked with analytics team and designed UX/UI dashboards translating raw ticket sales data into actionable . narrative to give teams at-a-glance performance visibility
- Built and managed ~10 concurrent websites for artists, podcasters, and comedians including Outback Presents, Nate Bargatze, Since, Nashville Comedy Festival, 312 Comedy Festival, Killa Comedy Show, Loe Shimmy and more.
- Spearheaded the company's first FEVO partnership, opening a new ticket sharing channel and reducing friction at checkout, resulting in a 4.5x increase in conversion.
- Managed data infrastructure in AWS S3 and implemented server-side SQL publishing on web properties, reducing page load times and improving site reliability.
- Trained the team on Figma, establishing shared design practices and cutting handoff friction across the org.
- RYL Tea: Redesigned Shopify website with dynamic combined product listings that improved discoverability and streamlined shopping. Designed Klaviyo automated email flows that nurtured audiences and drove repeat engagement.

Creative Director, Tech Systems Outback Presents · Full-time

Apr 2024 – Jul 2025 · Nashville, TN · On-site

- Led a design team producing advertising materials across hundreds of live entertainment tours.
- Designed and built corporate websites including Nashville Comedy Festival, 312 Comedy Festival, Tall City Music Fest, and Giant Comedy Show — engineered for conversion and efficient production via CMS automation.
- Conceived and executed a sweepstakes campaign for Nate Bargatze that seeded a Klaviyo audience list, turning a one-off activation into a long-term CRM asset.
- Built repeatable sweepstakes infrastructure automating legal paperwork, landing page generation, and internal workflows — making what was once a one-off project executable in hours.

Creative Director TUNE

Dec 2019 – June 2024 · Nashville, TN

- Lead marketing and creative for a wellness tech start-up. Art direction, copywriting, ad creation and monitoring, eCommerce and web design and development, pitch decks, photoshoot production and everything in between.

Graphic Designer JW Marriott Nashville

Jan 2019 – Dec 2019 · Nashville, TN

- Designed marketing materials for hotel and on-site boutique stores and restaurants — social ads, menus, event marketing, campaign design, video editing, billboard signage, and special event branding.

Designer, Marketing Specialist Grayscale Marketing

Aug 2018 – Dec 2018 · Nashville, TN

Digital Marketing Strategist Kaleidoscope Media

Mar 2017 – Jul 2018 · Nashville, TN

Event Production Coordinator M Street Entertainment Group

Sep 2016 – Jan 2017 · Nashville, TN

Production Assistant Chicago Fire (NBCUniversal)

Jun 2015 – Jul 2016 · Chicago, IL