

Samantha Markey



*Marketing Strategist, Speaker & Founder
of the Plandipity Doers Collective*

Samantha Markey's entrepreneurial journey began in 2011 when she started a photography business in honor of her mother's memory. After her mother passed away, Samantha realized there were very few photos of her to share with her own children — not even a family portrait worthy of hanging on the wall. That realization inspired her to build a business helping families preserve the moments and memories that matter most. While growing that photography business, Samantha discovered the power of social media as an accessible and affordable marketing tool. As other small business owners began asking how she was attracting clients online, she found herself naturally stepping into the role of teacher and guide. What started as simple conversations quickly grew into a passion for helping entrepreneurs understand how to show up confidently online and build visibility for their businesses.

But the deeper inspiration behind Samantha's work goes back even further — to a dream her mother once had. Samantha's mom dreamed of creating a collective for artists. She imagined a place where creatives could gather, set up shop, sell their work, access resources, and most importantly, support one another in a community of like-minded people who believed in lifting each other up.

Years later, Samantha realized she had unknowingly carried that dream forward.

Today, she is the founder of the Plandipity Doers Collective, a virtual community designed to support entrepreneurs who are building their businesses online. While the medium may be different, the heart of the vision remains the same.

Inside the Plandipity Doers Collective, small business owners come together to plan their marketing, access tools and resources, stay accountable, and support one another as they grow. It is a space built on the belief that success doesn't happen in isolation — it happens in community.

Through her coaching, speaking, and community leadership, Samantha now helps entrepreneurs simplify their marketing so they can show up consistently and build businesses that truly reflect their passion and purpose.

Because success shouldn't be left to chance.

And with the right systems, support, and community, it doesn't have to be.

Podcast Sample Questions

- Why do entrepreneurs struggle to stay consistent with social media marketing?
- What is the Plan • Create • Do • Repeat method?
- What simple systems help entrepreneurs follow through on their marketing?
- How can small business owners simplify their content creation process?

A Few Things You Might Not Know

- I grew up in upstate New York, near the Canadian border, not Albany.
- Participated in two Guinness World Record events
- Two-time award-winning human maker (aka proud mom).
- Recovering workaholic... still working on that one.