

# SAMANTHA POLLACK

Copywriting | Content Creation | Email Marketing | Social Media

## EXPERIENCE

---

### **Director of Content | Factor 75** **May 2016 — Present**

Email Campaigns | Sales Funnels | Lead Magnets | Blog Posts | Content Calendar Management | Ad Copy | SEO

*Biggest Project:* When I came onboard, we had an unclear brand purpose and incomplete avatar research. I was able to flesh out four detailed avatars to guide a segmentation project for all of our content. Email revenue went from \$0.14/subscriber to \$1.15/subscriber, and as a percentage of *total* revenue, increased from 1.12% to 9.32%.

### **Freelance Writer; Owner | Cult of Personality** **March 2016 — Present**

Complete Websites | Social Media Management | Email Marketing | Press Releases | Reviews | Editing | Consulting

*Favorite Project:* A from-scratch website build (in Weebly) for a custom cake artist in Asheville, NC. In March of 2016 she wasn't turning a profit at all. And in the 3<sup>rd</sup> quarter of that same year she brought in \$10,000 net revenue. View her site [here](#).

### **Senior Copywriter; Blogger | Abundant Yogi** **August 2015 — March 2016**

Video Scripts | Email Campaigns | Blog | Social Content | Sales Funnels | Ad Copy | Editing | SEO

*Biggest Project:* I was the project manager for revamping our entire Traffic Affiliate program, from the Terms & Conditions to every element of the Affiliate Swipe File. The changes made the program more attractive and easier for affiliates to send traffic to our sales funnels, thus increasing overall business for the company.

### **Owner; Founder | Insider Wellness, LLC** **Jan. 2011 — December 2015)**

Blog Posts | Email Campaigns | Virtual Coaching Programs | Facebook Page | SEO | Entrepreneur-ing

*Biggest Project:* Developing a subscription-based, virtual meal planning program including my original recipes and complete shopping lists. Or — creating a group sugar cleanse using Facebook Groups, Mailchimp, and native blog posts to communicate to my people. It's hard to pick just one; everything felt like my biggest project in this biz.

### **Columnist | TheNotMom.com** **March 2014 – October 2015**

I submitted a bi-weekly health & wellness column for child-free women.

### **Content Manager | Asheville Family Fitness & Physical Therapy** **July 2012 – February 2016**

Blog Management | Facebook Page | Website Management | Local SEO | Internet Marketing

*Biggest Project:* Planning, overseeing, marketing, and executing an in-house fundraiser for a client with ALS.

### **Creator; Writer | You Can Take the Girl out of Boston** **September 2010 — December 2011**

My "gateway drug" to the wonderful world of Internet presence. A.K.A. my first blog.

# SAMANTHA POLLACK

Copywriting | Content Creation | Email Marketing | Social Media

## STUFF I KNOW HOW TO DO

---

WordPress | HTML | SEO | Facebook | Instagram | Infusionsoft | Mailchimp | MS Office | Google Drive

Evernote | Trello | Teamwork | Skype | Slack | GoToMeeting | Zoom | Joomla

## WHERE I LEARNED THESE NEAT TRICKS

---

Content Marketing Mastery | Digital Marketer  
November 2016

The Six Appeal Process | Ashley Ambirge, CEO & Creative Director, House of Moxie, inc.; M.A. Linguistics  
June 2015

Sentences & Money | Ashley Ambirge, CEO & Creative Director, House of Moxie, inc.; M.A. Linguistics  
March 2015

Foundations Business Course | Mountain BizWorks, Asheville, NC  
November 2011

Certified Holistic Health Coach; Immersion Program | Institute for Integrative Nutrition  
December 2011; June 2012

B.A. Art History | Boston University  
Cum laude, 2000

## OTHER THINGS THAT GO IN A RÉSUMÉ

---

### References:

Ryan Rouse | CEO, Factor 75 | [rrouse12@gmail.com](mailto:rrouse12@gmail.com) | (773) 495-4738

Kraig Ward | Owner, K2 Collective | [k2globlal@gmail.com](mailto:k2globlal@gmail.com) | (858) 779-4769

Stephanie Hickling-Beckman | Owner, Artistic Director, Different Strokes Performing Arts Collective  
[steph@differentstrokespac.org](mailto:steph@differentstrokespac.org) | (828) 279-0467

### Fun Facts (those totally go in résumés right?):

I'm obsessed with road atlases, frogs, and interesting rocks. I make the best bloody marys. I can't stop watching *Mad Men*. I like to lift weights and run, but I'm terrible at volleyball. Eddie Vedder is my spirit animal.