

SAMANTHA ANDERSON

MARKETING

 Novi, MI

 sammi.anderson.513@gmail.com

 (313) 428-7396

PROFESSIONAL SUMMARY

Creative and detail-oriented marketing professional with experience developing digital content, coordinating events, managing email campaigns, creating SEO-focused copy, and designing branded marketing materials for a commercial foodservice equipment company. Skilled at collaborating across departments, managing multiple projects, and supporting business growth through strategic marketing initiatives.

EDUCATION

High School Diploma

Walled Lake Western - 2022

SKILLS

Marketing

- Content Marketing
- SEO -Email Marketing -Social Media
- Copywriting -Brand Management
- Event Marketing -Campaign Planning
- Marketing Communications

Creative

- Photography & Videography
- Adobe Creative Suite
- Canva
- Drone Photography & Videography

Professional

- Microsoft Office
- Project Coordination
- Vendor Communication
- Cross-functional Collaboration
- Process Improvement

PROFESSIONAL EXPERIENCE

MARKETING COORDINATOR

Great Lakes Hotel Supply | 2025-Present

- Produce SEO-driven blog content, web copy, and marketing collateral across four affiliated brands to support digital marketing and lead generation.
- Design brand-consistent brochures, flyers, product sheets, presentations, and other sales collateral for customer-facing initiatives.
- Plan and execute trade show, seminar, and customer event marketing end-to-end, from logistics through on-site execution and follow-up.
- Manage email campaigns and newsletters (Constant Contact) to lists of up to 2,000 contacts, plus internal communications.
- Maintain website content and support ongoing digital marketing improvements.
- Support a nationwide sales team, serving as a liaison between leadership, sales reps, and manufacturer representatives on marketing strategy.
- Manage multiple concurrent projects and deadlines in a fast-paced, multi-brand environment.

ADDITIONAL LEADERSHIP EXPERIENCE

WEEKEND MANAGER

Sully's Sweet Shop | 2021-2025

- Supervised weekend operations, including opening/closing procedures, inventory management, and cash reconciliation using Square POS.
- Trained and supported team members while delivering exceptional customer service and maintaining efficient store operations.

ASSISTANT MANAGER

Franklin Cider Mill | 2018-2025

- Provided exceptional customer service and processed transactions during peak seasonal operations.
- Trained new employees while supporting product production and daily store operations.