

SAMANTHA HEIM

253-590-6484 samheim91@gmail.com

SUMMARY: 5 + years of experience in marketing strategy, social media and content production. Professional and organized in project management and communication. Excellent with creative ideas, attention to detail and budget management. Dedicated to providing the highest level of customer service.

KEY SKILLS

- Strong interpersonal and communication skills
- Self-starter and ability to work autonomously
- Adaptable and collaborative on ideas
- Highly organized and mission-oriented
- Ability to manage several high-level projects at once

TECHNICAL SKILLS

- Lightroom, Premiere Pro, InDesign, Photoshop, Audition
- Squarespace & Wordpress
- Google Suite
- Meta Business Suite
- Slack & Notion
- Salesforce

REFERENCES

Kyle Hirte
Marketing Manager
Petzl America
Cell: 513-332-8676
Email: khirte@petzl.com

Robin Honan
Producer
Red Light Films
Cell: 917-623-5514
Email: robin@redlightfilms.us

Holly Tuckett
Director/Producer
Flying Hat Productions
Cell: 801-913-5905
Email: holly@flyinghatproductions.com

PROFESSIONAL EXPERIENCE

PRODUCER & EDITOR June 2023 - Current
Self-Employed / Remote
As a self-starter entrepreneur, I work in all capacities of communications, marketing and producing with clients ranging from multi-million dollar companies to small documentary crews.

- Increased earned and paid social media presence for local startup, GRIT Moto Adventures
- Video editing and content creation for Movement for Climbers social media and member-only library.
- Coordinating, planning and budget management for commercial photoshoots
- Research and development for several short documentaries, including the Sundance-accepted short doc, "Winding Path"

CONTENT PRODUCER April 2020 - April 2023
Petzl America / Salt Lake City, UT
Managed and developed content for the Professional Division marketing by pitching and producing written and visual content for all earned and paid media.

- Improved process of working with multiple departments, and HQ, to develop yearly content calendar.
- Organized and managed relationships with contract filmmakers and photographers
- Developed written content to support national and territory OMP and assist in global initiatives
- Managed spending for projects with budgets up to \$150k

EXTRACURRICULAR

Utah Documentary Association
Steering Committee
2023 - Current

DEI co-chair
Petzl America
2021 - 2023

MEDIA SPECIALIST April 2019 - April 2020
Petzl America / Salt Lake City, UT
As the first Media Specialist for Petzl America, I developed processes to increase organization and output for earned and paid media.

- Created and maintained content calendar with cross department collaboration from conception to distribution
- Wrote and posted monthly blogs to Salesforce, which brought product awareness and technical information to the 300,000 monthly website visitors
- Managed advertising and coordinated prompt delivery of materials for print and web advertisers
- Served as media relations liaison and increased active list of media contacts across eight industries.

EDUCATION

BA VISUAL JOURNALISM
MINORS: Anthropology and
International Studies
Western Washington University
Bellingham, WA
2009 - 2013

EVENTS AND SOCIAL MEDIA COORDINATOR

June 2017 - April 2019

Vertical World / Seattle, WA

For two years I promoted and executed more than 60 events for 'America's First Climbing Gym,' which would draw on average 50 to 1,00 people.

- Identified blockages in event efficiency and recommended changes regarding staff availability, communication and scheduling
- Developed new relationships with vendors and partners to further event offerings
- Prepared marketing materials to promote events across a variety of platforms
- Supervised events and handled multiple assignments and priorities effectively