

Samantha Eibelheuser | Marketing Project Specialist

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PROFESSIONAL OBJECTIVE

I bring a blend of creativity and strategy to event planning and brand development. Skilled in Adobe Creative Suite, Salesforce, and HubSpot, I create engaging experiences that connect audiences with brands. With a background in Graphic Design from Full Sail University, I stay current with industry trends and use my strengths in design, automation, and collaboration to deliver impactful results.

PROFESSIONAL EXPERIENCE

First Bank *Marketing Project Specialist | DEIB Committee* 12/2024 - current

- Plan and execute corporate events, tradeshows, grand openings, and community initiatives from concept to completion.
- Coordinate donation requests and sponsorship benefits to strengthen community and partner relationships.
- Manage event logistics, including vendor coordination, rentals, signage, catering, and audio-visual setup.
- Develop and design creative marketing assets across digital and print platforms.
- Oversee social media strategy and website updates to maintain consistent and engaging brand presence.

IEEE *Marketing Specialist | Lead Generation* 1/2024 - 10/2024

- Execute integrated marketing campaigns for lead generation, product promotions, webinars, and tradeshows.
- Leverage Marketo and Salesforce to manage email marketing, social media channels, and contact databases.
- Implement digital advertising strategies and coordinate lead management through CRM systems.
- Oversee website updates, blog content, and quality assurance to maintain consistent branding.
- Analyze campaign performance using Tableau to inform strategy and optimize results.
- Develop social media content and manage advertising budgets to maximize engagement.

MJH Life Sciences *Campaign Marketing | Project Manager* 11/2022 - 08/2023

- Collaborate with cross-functional teams to develop and deploy targeted email marketing campaigns.
- Conduct A/B testing and automation journeys to optimize campaign performance and engagement.
- Manage multiple brand accounts simultaneously using structured campaign calendars for seamless execution.
- Troubleshoot HTML and coding issues to ensure high-quality, responsive email designs.
- Generate comprehensive campaign performance reports and present actionable insights.
- Utilize Salesforce and HubSpot for campaign management, segmentation, and performance tracking.

Tyger Scientific Inc *Admin Assistant | Marketing | Project Manager* 05/2022 - 11/2022

- Lead projects from planning to completion, managing timelines, priorities, and cross-functional coordination.
- Prepare for ISO audits by gathering documentation, developing compliant materials - chemical labels with required warnings
- Manage email marketing campaigns through SendinBlue, ensuring consistent branding and performance tracking.
- Oversee budget management, vendor coordination, and financial administration, including invoicing and expense reporting.
- Maintain and optimize e-commerce platforms, facilitating online sales through Amazon and eBay.

EDUCATION

Hunterdon Central High School

September 2008 - June 2012

High School Diploma

Kutztown University

August 2012 - November 2013

One Year Towards Bachelor of Fine Arts

Full Sail University

September 2015 to March 2018

Bachelor of Science (Graphic Design)

STRENGTHS AND EXPERTISE

Adobe Creative Suite

Canva Pro/Figma

Google Ads/Analytics

Salesforce & Marketo

Brand Strategy

Event Coordination

Metrics Analyzation

Promotional Ordering

Automation Journeys

Wordpress/Wix/Squarespace

Tradeshaw Prep

Tableau Reporting

Email Campaigns/Automation

Paid Advertising/Budgeting

Organization

Google Sheets/Excel

Social Media Creation

Proofreading/Copywriting

References available upon request