

SAM STARRATT

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PROFESSIONAL SUMMARY

Marketing student and Experiential Marketing enthusiast with a background in live event activations, brand storytelling, and campaign strategy. Experienced in executing on-site engagements, scaling e-commerce brands, and analyzing performance data. Seeking to support an experiential agency's mission of connecting brands and people through meaningful, high-impact physical and digital experiences.

SKILLS

Core Competencies: Product Marketing, Creative Briefs, Performance Reporting, Copywriting, Brand Storytelling, Consumer Behavior, Operations Management

Technical Tools: Microsoft Excel, PowerPoint, Canva, CapCut, Audacity

Strategic Skills: Audience Segmentation, Stakeholder Communication, Campaign Execution, Brand Awareness

EDUCATION

Kennesaw State University | Kennesaw, GA

2023 – Present

Bachelor of Business Administration in Marketing | **Expected Graduation: May 2026**

Cumulative GPA: 3.7

WORK EXPERIENCE

VUE Atlanta Magazine | Atlanta, GA

January 2026 – Present

Social Media Marketing & PR Intern

- Collaborate cross-functionally with editorial teams to develop creative briefs for digital campaigns, ensuring strict alignment with editorial brand voice.
- Produce weekly performance reports on engagement metrics, identifying high-performing themes to inform future content marketing tactics.
- Conduct competitive audits and manage outreach with venues to expand brand ecosystem.

Small Business Owner | Etsy Venture

August 2020 – August 2025

- Built and scaled an Etsy shop to 46K+ visits and \$15K+ in sales across 200+ cities through SEO optimization, product positioning, and organic Instagram promotion.
- Managed 50+ active listings, optimizing titles, descriptions, and pricing based on sales performance data tracked in Microsoft Excel.

Nadair | Atlanta, GA

April 2024 – February 2025

Server | Flagship restaurant of Top Chef finalist and James Beard Award nominee Kevin Gillespie

- Upheld premium brand standards for a Michelin Guide restaurant, tailoring communication strategies to engage diverse stakeholders.

Fox Bros BBQ | Atlanta, GA

August 2017 – March 2024

Head Trainer

- Directed operational readiness and brand standard consistency for new restaurant site launches, including full front-of-house setup and onboarding for teams of 50+ staff.

PROJECTS

- **Georgia Aquarium Digital Strategy:** Built audience segmentation models and performance forecasts in Microsoft Excel, projecting a 500,000+ impression reach for a \$3K budget.
- **Immersive Experience Design:** Conceptualized and produced immersive live experiences featuring complex branching narratives, character systems, and real-time participant engagement for groups of 10+