

SAM STARRATT

Atlanta, GA · samantha.starratt@gmail.com · [linkedin.com/in/sam-starratt](https://www.linkedin.com/in/sam-starratt) · samstarratt.com

PROFESSIONAL SUMMARY

Marketing BBA candidate with experience in digital marketing, ecommerce, audience research, campaign strategy, and experiential marketing. Combines hands-on marketing experience, business ownership, and a customer-facing background with portfolio work focused on audience insight, positioning, campaign development, and measurement.

EDUCATION

Kennesaw State University <i>Bachelor of Business Administration, Marketing</i> GPA: 3.7 · Dean's List	Expected May 2027 Kennesaw, GA
Chattahoochee Technical College <i>Associate of Applied Science, Interdisciplinary Studies</i>	Graduated 2022 Marietta, GA

MARKETING PROJECTS

CATS: The Jellie Ball

- Developed an audience and positioning strategy to connect a legacy Broadway property with three distinct audience segments.
- Built an integrated campaign strategy across content, partnerships, live experience, and audience participation.
- Defined measurement across awareness, engagement, conversion, and perception shift.

Georgia Aquarium Volunteer Campaign

- Developed a \$2,300 paid media plan projecting 64,000–76,000 impressions across Instagram, YouTube, and Reddit using audience research, budget allocation, and channel planning.
- Analyzed audience motivations and behaviors to identify the strongest target segment for volunteer recruitment.

Live Editorial

- Built an illustrative sponsor economics model comparing projected bookings, return multiples, and break-even points across four sponsor categories.
- Developed an experiential sponsorship concept integrating brands directly into the guest journey rather than traditional vendor booths.

MARKETING EXPERIENCE

Social Media Marketing & PR Intern <i>VUE Atlanta Magazine</i>	Dec 2025 – June 2026 Atlanta, GA
• Created Instagram carousels, Stories, and short-form video content to support promotional campaigns and audience engagement. • Analyzed Instagram performance and audience behavior to identify high-performing content themes and inform future content planning. • Researched seven Atlanta media platforms, potential advertisers, and local businesses to identify competitive, positioning, and partnership opportunities.	
Small Business Owner <i>Etsy Venture</i>	Aug 2020 – Aug 2025 Atlanta, GA
• Built an Etsy shop to 30,000+ visits and \$4K+ in sales across 200+ cities through SEO, listing optimization, and digital marketing. • Used customer feedback, marketplace data, and sales trends to improve product positioning decisions. • Conducted keyword research and optimized product listings to improve search visibility and discovery.	
Head Trainer <i>Fox Bros BBQ</i>	Aug 2017 – Mar 2024 Atlanta, GA
• Led onboarding and training for 50+ employees during restaurant growth initiatives and new-location launches. • Created training materials, SOPs, and onboarding resources to support consistent service standards and customer experience across locations.	
Server <i>Nàdair</i>	Apr 2024 – Feb 2025 Atlanta, GA
• Delivered personalized service in a Michelin-recognized fine dining environment, translating the restaurant's cuisine, ingredients, and chef story into a clear customer experience.	

SKILLS

Strategy: Brand Positioning · Consumer Insights · Audience Research · Segmentation · Competitive Analysis · Campaign Planning

Digital Marketing: Social Media · Content Strategy · SEO · Keyword Research · Ecommerce Marketing

Experience & Measurement: Experiential Marketing · Customer Experience · Market Research · Campaign Measurement · Media Planning

Tools: Microsoft PowerPoint · Microsoft Excel · Microsoft Word · Canva · CapCut · Adobe Photoshop · ChatGPT · Claude