

SAMANTHA SALVATO

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EXPERIENCE

The University of North Carolina at Charlotte

Marketing Manager | August 2019 – Present

- Provides creative and strategic leadership in marketing to promote the UNC Charlotte College of Arts + Architecture in the areas of recruitment, audience development, student services, and fundraising/alumni relations. Responsible for social media management (Facebook, Instagram, LinkedIn, Twitter, YouTube,) email marketing, paid digital advertising, content creation, designing marketing collateral, and website management.
 - Increased Instagram following by 59.3% since August 2019, more than doubling followers, while cultivating a high engagement rate of an average of 4% (compared to Instagram's market average of 2.43%)
 - Successfully managed the Arts Representative program, the College's first student influencer/content creator program, and with a team of 8 student influencers/interns every year for four terms
 - Designed marketing collateral utilizing Adobe Photoshop, InDesign, Illustrator, and Premiere Pro
 - Established LinkedIn page and grew following by 57.8% in one year
 - Increased user generated content and student involvement on accounts, including takeovers, stories, Reels, and TikToks
 - Started a monthly e-newsletter with an average 68% open rate, nearly 30% higher than University average
 - Individually coordinated the College's first college-wide event, CoAAPalooza, with over 325 students and faculty in attendance and a full day of scheduled performances and events

Salvato Creative Co., LLC

May 2017-Present

- Implement and optimize social media strategies and create original content for organizations with a collective 70k followers
- Specializes in social media marketing, brand development, website design, press kit and promotional material design, email campaign development, logo design, creative copywriting, and original content creation.

Charlotte Ballet | June 2016 – August 2019

Digital Marketing Manager (April 2019 – August 2019), Marketing Manager (April 2018 – April 2019), Content Marketing Specialist (January 2017 - April 2018), Marketing Intern (June 2016 - January 2017)

- Directed digital marketing programs, including all social media, website, email marketing, and paid digital marketing campaigns with the goal of increased revenue, elevated public awareness, and enhanced brand reputation.
- Strategically developed season budgets and led investments in digital advertising including paid social, display advertising, paid search, digital partnerships, and Google Analytics account.
 - Organized digital marketing campaigns for six performance series per season, departmental campaigns, and brand awareness efforts
 - 2018 *Nutcracker* campaign surpassed a 970% ROI resulting in 1/3 of total sales from Facebook/ Instagram ads alone
- Served as the key content creator/copywriter for digital communications and enforced social media policies. Executed content marketing plans, managed workflow, oversaw content management systems, and monitored/ responded to daily engagement.
 - Grew Instagram following by 50% in two years
 - Generated weekly analytic reports and presented social media statistics at quarterly marketing board meetings
- Maintained and regularly updated charlotteballet.org, managed hosting service, and devised strategies to drive traffic to the site.
 - Project lead for 2018 website redesign, coordinating with all internal departments and external agency
 - Skilled in WordPress, Squarespace, and basic HTML coding. Google Analytics certified.
- Managed strategy of all email communications, trained departments on email process, and measured campaign results.
 - Designed and scheduled weekly emails to 138,000 active contacts
- Supervised content marketing interns, external digital/ creative agencies, designers, photographers, and influencer programs.
- Represented Charlotte Ballet in the Catalyst for Cultural Diversity, Inclusion, and Equity hosted by the Arts & Science Council.

The University of North Carolina at Charlotte

Artist in Residence | January-May 2018, January-May 2019

- Co-taught Digital Skills for Artists course presenting on the basics of graphic design, online marketing tools, and creating a personal brand through website design.

EDUCATION

The University of North Carolina at Charlotte

Master of Business Administration with a concentration in Marketing (in-progress)

2021-present

Bachelor of Science in Business Administration in Marketing

May 2017

Bachelor of Arts in Dance with a concentration in Performance, Choreography, & Theory

GPA: 3.87