

# SAMANTHA PUCHLERZ

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## DIGITAL MARKETER

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**Highly motivated, data-driven Digital Marketer** adept at cultivating and building dynamic multi-channel digital marketing experiences while implementing analytical best practice and driving innovation through testing.

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## RELEVANT SKILLS

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Digital Marketing Strategy | Paid Media Marketing | Retention Strategies | Customer Management  
Graphic Design | Subscription Marketing | Social Media Marketing | Automation | Agile Project Management  
Web Design | SEO/SEM | Email Marketing | Content Management | Content Marketing | Problem-Solving  
Data Analysis | Video Editing | N-Way Testing and Matrix Design | Creative Direction | Copywriting

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## PROFESSIONAL EXPERIENCE

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### SYSTEMS MANAGER

*Mequoda Group, LLC | Remote | December 2016 - Present*

- Developed rapid-turnaround sale strategy for well-known, high-visibility client, which generated 3600% YOY conversion.
- Created email marketing campaign for non-profit promotion that matched direct mail promotion, resulting in the expire group renewal rate increasing 18% from the baseline.
- Serving internally as Associate Editor and Art Director for [foodgardening.com](http://foodgardening.com); creating, sourcing, and approving assets including periodical covers, blog images, ad images, and brand graphics.

### DIGITAL MARKETER

*Independent Contractor | Remote | October 2012 - Present*

- Providing end-to-end digital marketing strategy and execution services on an As-Needed basis to SMB clients across multiple industries.
- Crafted social campaign that generated a 6,117% increase in engagement on major social media platforms.
- Created emails and managed assets, automations, lists and segments using Listrak, Delivra, Whatcounts, Campaign Monitor, and Mailchimp for multiple professional clients needing auxiliary assistance to their internal workforce.

### WEBSITE PROJECT COORDINATOR

*Deluxe Corporation | Groton, MA | August 2014 – December 2016*

- Provided fully-managed web development for SMBs, as well as branding and email marketing consultation.
- Managed revolving queue of 150 clients and maintained work quota above expectations.
- Collaborated with executive task force to re-imagine customer experience and develop a redesigned product suite.

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## EDUCATION

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**Bachelor's Degree** | Marketing, University of Massachusetts, 2019  
**Associate's Degree** | Business Administration, Mount Wachusett Community College, 2015

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## CERTIFICATIONS

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**Google Analytics (Beginners & Advanced)**  
**Google Ads**  
**Hubspot Inbound Marketing**  
**Digital Growth Marketing**  
**Mimic Pro Marketing Simulation**