



# SAMUEL CRANE

Operations, Marketing & SEO

## PROFILE

Over 5 years of hands-on experience in operations, marketing, content creation and production including: email, CRM, SEO, social media, audio and video.



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[linktr.ee/SamCrane](https://linktr.ee/SamCrane)

## SKILLS

### Technical

- Adobe Photoshop
- Adobe Premiere
- Mailchimp / DotDigital - CRM
- Content Management Systems
- Squarespace
- Wordpress
- Logic Pro X
- Google Ads Certified
- LinkedIn Advertising

### Industry Knowledge

- SEO Specialization
- Social Media & Copywriting
- E-Mail Marketing
- Branding
- Podcast Production
- Videography & Photography
- Design

### Interpersonal

- Sales Experience
- Creative Direction
- Team Management
- B2B & B2C Communication

## EDUCATION

**University of California Santa Barbara**  
October 2013 – June 2017  
Earth Science – Minor in G.I.S.

## WORK EXPERIENCE

### Sr. Marketing Operations Manager – AMLP, aka Breaking Sound

Feb 2020 – Present

Remote work native with dealings in LA, NYC, Chicago, Nashville, London, Dublin, Berlin, & more. Operations responsibilities include: event curation & planning, customer service, team management & HR, as well as B2B communication with companies such as DICE, DoMore, & Live Nation. Marketing responsibilities include: email & event marketing, SEO, copywriting, & web development. Oversaw 2x growth of company to date.

### Social Media Copywriter & Manager – Clevertech

May 2021 – August 2021

Managed social accounts on Twitter & LinkedIn w/ growth of 2.5k followers over 3 months. Oversaw production on a company podcast, multiple YouTube videos, and a new landing page to attract senior developers. Contract expired in August 2021.

### Marketing Manager – Voice of Blockchain & Chicago Blockchain Project

Jan 2019 – Feb 2020

Oversaw marketing strategy and event planning for the Voice of Blockchain annual conference as well as several one off events for Chicago Blockchain project from companies such as Oracle, Rocket Mortgage, Gemini, & more. Experience in paid advertising campaigns, community outreach, event planning, networking, as well as social posting and content creation.

## NOTEWORTHY EXPERIENCE

### Producer – Weekend@Gabe's

Feb 2021 – Present

Producer of a live interview program & podcast hosted on Twitch. Broad responsibilities include Graphic Design, video editing, marketing & brand strategy, as well as guest booking. Oversaw the onboarding of interns and coordinated projects for each. Guests include popular comedians, writers, authors, and musicians from companies such as: G.O.O.D Music, The Tonight Show, Laugh Factory Chicago, & more

### Co-Founder – TripC Media LLC

June 2016 – Present

Founded a media company focused on curating audio/visual content in the form of music & music videos. Experience in videography & audio recording, as well as tax filings, e-mail marketing, & consulting.