

Samantha A. Dodge

Orlando, Florida. Willing to Relocate

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OVERVIEW

Versatile digital strategist (4 years) and product manager (2 years), with a concentration in managing software product life cycles. Currently, an emerging American Planning Association (APA) Member applying a blend of marketing and product management expertise to create customer-focused solutions.

EXPERIENCE

P.A.M. Enterprises, Deerfield Beach, FL. Remote — *Product Manager Consultant.*

05/2023 - PRESENT — Providing product management support for two sister companies, improving customer retention and strengthening relationships with vendors.

- During practicum, consultative direction was provided to improve email campaigns, resulting in 167.9% increase in abandoned cart sales.

FreeCast TV, Orlando, FL. — *Product Manager Consultant.*

04/2023 - 01/2024 — Led a 32 person cross-functional product team to support a 10-month development project and launch of a streaming application.

- During practicum, led front-end design and CMS backend development, successfully delivering the project within the software development life cycle and accelerating release times by 13%.
- Drove application development by analyzing machine-learning data and validating 400+ test cases, resulting in improved app functionality by 25%.
- Contributed to project planning efficiency by creating comprehensive risk management plans and applying change management principles to lead medium to large-sized projects.

The DesignZillas Startup, Orlando, FL. — *Lead Digital Strategist.*

08/2020 - 04/2023 — Robust conversion marketing role that required a high specialization in managing sales-focused campaigns for a portfolio of eight individual clients in the education industry.

- Analyzed and identified opportunities in the customer journey to revamp workflows and improve personalized campaign reception by 60% for F.I.R.S.T. Institute.
- Developed geo-targeted campaigns tailored to specific localities resulting in a 35% increase in sales over the course of 4.5 months for EDUrent.
- Owned pitch deck instructional designs to provide effective presentation of plans with each client.

Brevard Humane Society, Brevard, FL. — *Mid-Level Digital Strategist.*

03/2018 - 07/2020 — Began as a Junior Strategist and later rehired as a Mid-Level Strategist. The role prioritized online reputation, fundraising and event collaboration with Subaru of Melbourne.

- Developed user stories to A/B test landing page campaigns, optimizing conversion pathways.
- Created personalized content campaigns based on demographic data, resulting in increased engagement rates and relevant messaging that better resonated with target audiences.
- Strategized omnichannel marketing integration to achieve an increase in brand visibility and a 15% rise in customer retention.

Loft Ann Taylor, Orlando, FL. — *Logistics Coordinator.*

09/2015 - 12/2017 — Managed inventory control and ensured prompt operations of the merchandising supply chain. This role required strong organizational, process optimization, and cross-functional collaboration skills.

Habitat for Humanity, Viera, FL. — *Apprenticeship.*

11/2015 - 12/2016 — Participated in a graphic design contest for Habitat for Humanity's initiative. The design was selected for a quilt addition representing the Florida sector.

EDUCATION

Colorado State University — *Bachelors of Science. Project Management.*

2023-2024 Summa Cum Laude, 4.0, Presidents List.

Valencia College — *Associates of Science. General Business Studies.*

2016-2019, 4.0, Presidents & Deans List.

AWARDS & CERTIFICATIONS

Six Sigma White Belt (CSSC). CAPM Certified Practice Diploma, National Diploma in Business Strategy (AOE). Certificate of Supervisory & Management (AOE). Inbound and Growth-focused Certification (Hubspot).

SKILLS

Team Leadership, Scrum & Sprint Mastery, Presentation Design, Data Reporting & Visualization, Excel Macros, PPTX, Power BI, SQL, Risk Management, Six Sigma, ISO & PMI, Product Ownership.

REFERENCES

Michael Emu: 727-415-0217 | Katy Tareco: 386-956-1205 | Aaron Reinhardt: info@ttluxurycleaning.com