

SAM REICHSTEIN

CONTACT

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713.594.7941

Driven and passionate marketer with experience across lifestyle, fintech, and community-centered companies — specifically in the startup space. An enthusiast for data and crafting a narrative from numbers. Expertise lies in written content and strategic execution in brand and marketing.

EXPERIENCE

Senior Marketing Associate

MEDLEY | JUNE 2020 - PRESENT

Marketing hire #1. Create and oversee all external content from launch to current status, specifically social posts, newsletter franchise, and email journeys across the marketing funnel. Reports directly to Medley's CEO and works closely with Brand Director and external PR team.

Freelance Writer

JANUARY 2017 - PRESENT

Written content in lifestyle, fintech, and food sectors, both longer-form content and short, social copy. Clients include: Austin-American Statesman, Roadway Movers, BluHomes, LianLian, and Kaylin+Kaylin Pickles.

Marketing Associate

PETAL | JUNE 2018 - MAY 2020

Established and owned all organic social channels and blog strategies, crafted brand messaging across organic and paid platforms, created 100+ pieces of social content, helped execute marketing roadmaps for product launches, as well as led brand awareness efforts across the board.

Digital Content Intern

CHAMELEON COLD BREW | JUNE 2016 - MAY 2018

Grew social following by 400% while developing an engaging community with SEO-friendly, lifestyle blog posts, creative Instagram stories, and original copy for all social posts.

Branded Content Intern

THE KNOT WORLDWIDE | JUNE - AUGUST 2017

Wrote branded content pieces for The Knot, The Nest, and The Bump. Participated in client calls, pitched and researched ideas for various campaigns, transcribed interviews, and published work on all three sites.

SKILLS

Design

Figma

Webflow

Project Management

Airtable

Asana

Hubspot

Social Creation+Management

Facebook

Instagram

TikTok

Twitter

Brief Writing

Copywriting

Email Marketing

Project Leadership

SEO Proficiency

EDUCATION

The University of Texas at Austin

Bachelor of Journalism

AUGUST 2014 - MAY 2018

Young Judaea Year Course

Academic and Service Gap-Year Program

AUGUST 2013 - MAY 2014

ADDITIONAL INFORMATION

Founder

NBKVAX | JANUARY 2021- PRESENT

COVID-19 initiative through the North Brooklyn Mutual Aid helping the larger community gain access to COVID-19 vaccine appointments, testing, and up-to-date information.

Member

ALPHA EPSILON PHI | AUGUST 2014 - MAY 2018

Omega Chapter at The University of Texas at Austin.