

SAM REICHSTEIN

CONTACT

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Driven and passionate marketer with experience across lifestyle, fintech, and community-centered companies. An enthusiast for data and crafting narratives with numbers. Expertise lies in written content and strategic execution in brand and marketing.

TECHNICAL SKILLS

Database Management

Airtable
Asana
Customer.io
Hubspot
Monday.com

Design

Canva
Figma
Webflow

Digital Communications

Brand Strategy
Copywriting
Email Marketing
SEO Proficiency

Social Creation and Management

Facebook
Instagram
LinkedIn
TikTok
Twitter

EDUCATION

The University of Texas at Austin

Bachelor of Journalism

AUGUST 2014 - MAY 2018

Young Judeaea Year Course

Academic and Service Gap-Year Program

AUGUST 2013 - MAY 2014

EXPERIENCE

Senior Associate, Product Marketing

SEASHELL | MARCH 2022 - AUGUST 2022

Worked closely with growth, product, and customer support teams to launch Seashell's offering to the public, including a 500,000+ waitlist and private beta app. Lead email marketing efforts, social presence, blog creation, and persona building to help solidify product-market fit.

Senior Associate, Marketing

MEDLEY | JUNE 2020 - MARCH 2022

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

Promoted from Associate to Sr. Associate after first year.

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, led marketing roadmaps across product launches, created 100+ pieces of social content, as well as led brand awareness efforts across the board.

Promoted from Coordinator to Associate after first year.

Freelance Writer

SELF-EMPLOYED | 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.

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