

SAM CALVIN

MARKETING EXECUTIVE

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EDUCATION

BACHELOR OF ARTS ----- AUG 2016 – MAY 2020

UNIVERSITY OF COLORADO BOULDER / BOULDER, CO

Anthropology & Sociology | 3.6 GPA

EXPERIENCE

MARKETING MANAGER ----- MAR 2026 – PRESENT

NINEPIN HOSPITALITY / NEW YORK, NY

- ★ Lead marketing and brand strategy across a portfolio of high-end hospitality concepts, overseeing social, email, content, paid media, partnerships, PR, events, and brand activations.
- ★ Produce and direct photo and video content, manage social channels end-to-end, and use performance insights to drive engagement, brand awareness, and revenue.

MARKETING MANAGER ----- MAR 2025 – MAR 2026

BLT RESTAURANT GROUP / NEW YORK, NY

- ★ Direct marketing strategy for 12 global locations, overseeing digital, print, and in-restaurant campaigns.
- ★ Define and monitor KPIs to evaluate campaign performance, delivering actionable insights.
- ★ Develop and execute integrated monthly marketing calendars across email, promotions, and social platforms.
- ★ Manage social media channels end-to-end, including content creation, posting, engagement, and community management.

BRAND MANAGER ----- JUL 2024 – DEC 2024

HAVEN'S KITCHEN / NEW YORK, NY

- ★ Produced and managed content across Instagram, TikTok, Pinterest, and YouTube, fostering engagement and strengthening brand voice.
- ★ Executed brand activations, events, and partnerships, managing logistics, content capture, and collaborations with ambassadors and retailers.
- ★ Supported multi-channel marketing initiatives, including email campaigns, paid social, PR, and trade shows.
- ★ Maintained and optimized content calendars to ensure alignment across social, email, and SMS campaigns.

SOCIAL MEDIA & MARKETING COORDINATOR ----- NOV 2023 – JUL 2024

THE GROUP HOSPITALITY / NEW YORK, NY

- ★ Designed and executed marketing calendars for multiple restaurant brands, including new launches in NYC, Miami, and Chicago.
- ★ Directed content production, from concept through photoshoot execution, collaborating with photographers and internal teams.
- ★ Drove awareness through PR and marketing campaigns, including media events, gifting, broadcast features, and partnerships.
- ★ Managed high-impact projects such as Restaurant Week campaigns, holiday promotions, and large-scale restaurant openings.

REGIONAL SALES MANAGER ----- JUN 2023 – NOV 2023

WANDER + IVY WINES / NEW YORK, NY

- ★ Expanded brand presence by securing 31 new retail accounts across New York through targeted prospecting and relationship building.
- ★ Managed a regional sales pipeline, cultivating long-term relationships while executing promotional initiatives to increase sell-through.
- ★ Leveraged market analysis and competitor insights to refine distribution strategies and strengthen brand positioning.

ADMINISTRATIVE ASSISTANT ----- MAR 2022 – DEC 2022

ARISTEIA CAPITAL / NEW YORK, NY

- ★ Handled daily bookkeeping, including A/P, A/R, bank reconciliation, and disbursements with a high degree of accuracy.
- ★ Partnered with HR to streamline onboarding and offboarding processes for employees and interns.
- ★ Provided executive support to senior leadership, including complex scheduling, travel coordination, expense reporting, and correspondence.

SOCIAL MEDIA & MARKETING COORDINATOR ----- OCT 2020 – JAN 2022

MY NEIGHBOR FELIX / LOTUS HOSPITALITY GROUP / DENVER, CO

- ★ Created paid and organic social media campaigns, crafting copy and visuals for Instagram, Facebook, and Twitter.
- ★ Monitored analytics with Hootsuite, Google Analytics, and Facebook Insights to track performance and optimize engagement.
- ★ Balanced customer-facing responsibilities with marketing execution, ensuring consistent service and brand promotion.

SKILLS

BRAND DEVELOPMENT ★ SOCIAL MEDIA STRATEGY ★ DIGITAL MARKETING ★ KLAVIYO & MAILCHIMP
EMAIL MARKETING ★ STRATEGIC INFLUENCER MARKETING ★ VISUAL STORYTELLING ★ MICROSOFT
SUITE ★ GOOGLE SUITE ★ ADOBE SUITE ★ ROI OPTIMIZATION ★ PAID SOCIAL ★ B2B PARTNERSHIPS ★
PR & MEDIA OUTREACH ★ TRADE SHOW & EVENT SUPPORT ★ KPI DEVELOPMENT & TRACKING

BRAND × CONTENT × STRATEGY