


# REBECCA HANNAH SAMPSON

## MARKETING & COMMUNICATIONS LEAD

### CONTACT

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 Kolkata, India

### SKILLS

- Digital Communications Strategy
- Leadership Support
- Cross-functional Coordination
- Effective Team Management
- Market Research & Analysis
- Social Media Marketing/SMO/SEO
- Content Marketing/Content Creator
- Event Management - Webinars
- Email Marketing and Automation

### LANGUAGES

English     

Hindi     

Bengali     

### EDUCATION

**BA Honours in English**  
**Loreto College, University of Calcutta**  
2013-2016

Major Degree in English Language & Literature |  
Pass papers in Journalism & History

### PROFILE

8+ years experienced senior communications professional, skilled in formulating marketing strategies to execute impactful campaigns & demonstrate capabilities in steering cross-functional coordination, and driving digital & content marketing initiatives.

A versatile contributor having led a team of 15+ individuals, armed with planning, implementation, and execution skills to streamline diverse communication channels & bolster revenue.

### WORK EXPERIENCE

#### Marketing Lead

TeckValley Pvt. Ltd./Virtual Employee Pvt. Ltd

Jan 2022 - Present

- Leading a team of 10+ individuals wherein we provide 360-degree digital marketing services to manifold verticals such as eCommerce, IT, S&MBs, Retail, Healthcare, etc.
- Majorly focused on creating Brand Strategy Campaigns and working on end-to-end social media (SMM) and content initiatives.
- Creating weekly and monthly performance reports and editorial calendars for the respective stakeholders and managing cross-functional client projects.
- Experienced in thought leadership and relationship management with internal stakeholders and external partners/agencies.
- Develop training materials and skill transformation projects for resources and support multi-channel marketing efforts such as campaigns, email marketing, web, blogs, articles, whitepapers, press releases, case studies, presentation content, landing page content, and public relations assets for existing clients
- Implement, track, and prioritize project roadmaps and strategies and develop highly effective collaterals for respective client domains.
- Audit the existing content developed and perform gap analysis, in order to ensure the brand tone and consistency for the respective clients.

#### Senior Marketer

CIGNEX Inc.

May 2019 - Dec 2021

- Rebranded the entire website of 100+ webpages from a content standpoint.
- Identified and delivered Go-to-Market Plans & Media Strategies and worked with 10+ stakeholders and partners to drive joint value propositions
- Managed a 5-member cross-functional (product, delivery, sales, support) team and administered content projects to 3+ freelancers & third-party vendors based on requirements.
- Spearheaded and implemented 360-degree communication strategies (BTL) and developed a strong ORM System by conducting weekly reporting sessions and maintaining editorial and campaign calendars.
- Successfully executed 20+ data-driven content outreach campaigns, 20+ digital advertisements including 10+ promotional events and webinars per year.
- Guided an SEO and link-building team to grow organic website traffic to 20k followers in a span of 8 months and created a Content Outbound marketing strategy that grew engagement by 20%
- Negotiated a long-term media advertising deal for 10 press releases per year.
- Analytics Reporting - Ensuring Effective Marketing Communications on Social Media by analyzing data regarding consumer patterns and preferences.
- Email Marketing Strategy - Created compelling email marketing campaigns using automation tools such as Outreach, 6Sense, and ActOn to reach target markets to effectively promote the attributes of the services CIGNEX provides.

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## Assistant Manager - Content & Media

GIIS Schools Foundation

Dec 2017 - Mar 2019

- Led a team of 7+ individuals overseeing all aspects of social media and content strategy.
- Led quarterly marketing reviews and drove initiatives such as marketing performance reports, carried out extensive research, sourced content, and analyzed results.
- Handling content publication for Outbound communication and the Website and managed content distribution to online, offline channels, and social media platforms to increase web traffic.
- Create and distribute communication across all channels (e.g. email, digital screens, web pages, banners, docs, slide decks, videos, Slack, etc.)
- Created the editorial calendar and designed strategy and execution of all print and digital creatives.
- Streamlined content distribution to online channels and social media platforms & successfully increased overall website traffic by 15%
- Overseeing an external Ad Agency team to build ad creatives and run social campaigns and collaborated with leading news publications for news features and press releases.
- Supporting business growth and development through the preparation and execution of compelling, scalable, and relevant marketing objectives, content, and programs.
- Planning, developing and organizing advertising activities and campaigns to support objectives and drive narrative creation and storytelling across channels, to develop a flexible communications strategy across audiences.

## Marketing Consultant - Content & Digital Marketing

Streebo Inc.

Oct 2016 - Nov 2017

- Developed effective and personalized content marketing strategies for the website and social media channels.
- Overseeing brand strategy, communications, IBM relationships & global alliances | Managing events and conferences [U.S]
- Email Marketing - Designing Outbound Customer Communication
- Conceptualized product launching campaigns & social media strategies across channels.
- Prepared SEO-friendly marketing collaterals to support Sales, Delivery, and regional marketing teams.
- Handling content and publication [Outbound communication + Websites]
- Partner with designers, writers, other Product Marketing Managers, and Product Managers, to assist with various global campaign deployments across digital channels.
- Worked with clients from different industries such as eCommerce, BFSI, and Healthcare, to improve branding and marketing strategies
- Preparing SEO Friendly marketing collaterals and content [Whitepapers + Blogs + Presentations + Case Studies + Press Releases + Video Scripts + Newsletters + Emailers + Flyers]
- Content Marketing (B2B): Developed effective and personalized content marketing strategy | Carried out extensive research, source content, and analyze results

## Public Relations Manager

Output Technology Pvt. Ltd.

Mar 2014 - May 2016

- Built the company brand by defining and executing PR efforts – Developed ways to improve the firm's public image to generate more business opportunities.
- Maintained partnerships with cross-functional teams and defined objectives and measures to monitor progress.
- Served as a creative copywriter for – developing, reviewing, and editing collaterals, presentations, and web promotions.
- Wrote press releases - Gathered information and created SEO Friendly Marketing content for newsletters, announcements, executive communications, authored articles, etc.
- Developed and deployed an effective and personalized content marketing strategy and evaluated opportunities to improve the performance of social campaigns for key stakeholders.
- Coordinated with external agencies and showcased ethical business communication practices.
- Showcased ethical business communication practices and handled customer queries to offer the best possible solutions.
- Promoted within 12 months due to strong performance and organizational impact.

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## AWARDS & RECOGNITION

"Performance Excellence Award" at CIGNEX in 2020

"SPOT Award" at CIGNEX in 2019

"Top Performer" at Output Technology in 2015

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