

Samuel Garvens

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Versatile marketing specialist who excels in creative and analytical roles. Skilled in developing engaging experiences through data-driven campaigns, visually compelling content, and innovative marketing initiatives. Leverages design expertise and in-depth knowledge of social platforms to boost engagement, build community, and inspire action.

Relevant Experience

Wonders & Worries, Austin, TX

Marketing Specialist

May 2023 – May 2024

- Conducted in-depth analyses of company resources to optimize support for families facing injury or illness-related hardships
- Engineered media strategies and scheduling, leveraging Facebook ads (PPC), GA4, and MyEmma email marketing analytics to drive engagement and conversions
- Fostered collaborative relationships with company directors and executives to align marketing initiatives with organizational goals and directives
- Spearheaded social media presence, cultivating brand resonance through data-driven content strategies, resulting in 30% cross-platform follower growth
- Implemented site updates in WordPress, leveraging built-in analytics and HTML proficiency to optimize a seamless web UX

Grumnaile.com, Remote

Founder, Proprietor

July 2022 – Present

- Operate an online shop featuring an extensive portfolio of premium art prints, stickers, and digital content, catering to a diverse customer base
- Fulfilled over 1,500 orders, generating \$15,000 in revenue and 41,000 page views since online launch in July 2022
- Leverage social media to cultivate a following of 110,000+ across major platforms, including TikTok, Instagram, and X (formerly Twitter)
- Utilize data-driven insights from Squarespace, GA, Stripe, and PayPal to improve SEO and ROI, achieving sustainable contribution margins and driving profitability

Education and Student Organizations

Bachelor of Business Administration, 2024, GPA 3.8

The University of Texas, McCombs School of Business, Austin, TX

- Coursework: Operations Management, Digital Marketing, Social Media Management, Innovation and Entrepreneurship, Psychology of Advertising, Brand Storytelling, Data Analytics, Design Thinking
- University Honors (all 8 semesters)
- **Texas Visual Arts Collective, President (Executive Director);** Led a team of over 50 student members in executing high-impact art merchandise fundraiser campaigns that benefited various local philanthropies. Orchestrated all outreach events, social media strategies, and semesterly timelines, ensuring successful outcomes for beneficiaries such as C.D. Doyle Clinic, Urban Roots, and ATX Free Fridge Project
- **Social Entrepreneurship Learning Lab (SELL), Ideator, Incubator Fellow;** Conducted extensive focus groups with 22 individuals and delivered a panel presentation on Supportfolio, an innovative social enterprise model designed to address the disproportionate art monetization opportunities among Austin's youth

Certifications

Technical Fundamentals of Generative AI, 2024, Stanford Institute for Human-Centered Artificial Intelligence (HAI)

Skills and Languages

Microsoft Word, Excel, PowerPoint, Salesforce, Tableau, Adobe Illustrator, After Effects, Premiere Pro, InDesign, Photoshop, Logic Pro, Social Media Management, Hands-On Learning, Python, HTML, CSS