



CONTACT

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EDUCATION

MA Strategic Communication

Washington State University

BS Business Management

Linfield College

SKILLS

- Microsoft Office including PowerPoint, Excel, Teams, & Word
- Creative Development Management - all channels
- Digital Advertising Strategy
- Retail Point-of-Sale Management
- Budget and P&L Management
- Social Media - Organic & Paid Strategy
- Retail Programming Development
- Agency Management
- Packaging & Innovation
- Analytical Story Creator

SAMANTHA LAU

DIRECTOR OF BRAND MARKETING

A strategic & creative marketing professional who's passionate about measuring what matters and using data to inform strategies, results-driven. Well-versed in both trade & consumer product marketing, digital content strategy, retail programming, and making decisions based on the bigger picture. Diverse skill set includes creating compelling brand sales presentations driven by market data and consumer insights, and creating a 360 marketing approach that engages trade & consumers to drive awareness and sales for the brand.

EXPERIENCE

Marketing Manager

Don Sebastiani & Sons | June 2021 - present

- Developed & executed national and regional 360-degree marketing programs that included consumer sweepstakes, themed point-of-sale, and mobile geo-targeted advertising that drove consumers to the store, and increased brand sales.
- Championed each brand through consistent messaging and imagery in all marketing, POS materials, and brand websites.
- Developed and managed annual marketing budget against brand P&Ls, tracking brand performance and adjusting as needed.
- Worked closely with the Sales Team to develop quarterly brand decks for sales based on our focus brands for that period.
- Created and executed paid social media advertising linked to our Business Locator tool to drive in-store sales at retail.
- Launched & optimized our Instacart advertising strategy to drive sales for our retail partners on the Instacart website.
- Worked closely with sales & the VP of Marketing on corporate advertising including digital, print, OOH, and radio.
- Led all brand packaging updates collaborating with cross-functional teams to drive timelines and budget.
- Integral member of the innovation team. Led packaging development for new products, member of the new product tasting panel, and developed launch decks and go-to-market strategies.
- Led all marketing project timelines and marketing team workflow via Basecamp, ensuring priorities were established and clearly communicated with design team.

Account Manager

Astra Digital Marketing | June 2020 - June 2021

- Developed, managed, & executed an editorial content calendar with consideration for brand tone & messaging guidelines on social media, in email, and on website(s).
- Developed & executed email marketing campaigns including content development, email design, photography, and website landing pages, as needed.
- Worked within an approved budget to create social media advertising campaigns that targeted specific audiences based on targeted consumer audiences to drive e-commerce sales.
- Developed & launched a referral program that generated new leads and new customers.
- Stayed up-to-date on industry trends & optimized them for different clients based on their yearly goals.
- Generated monthly reports that contextually demonstrated results for clients.

Director of Consumer Sales & Marketing

Great Oregon Wine Company | Jan 2020 - June 2020

- Managed the DTC department including the Tasting Room Manager & Wine Club Manager.
- Determined overall GOWC marketing strategy based on business needs, performance, goals, and opportunities that included digital marketing, partnerships, and events.
- Worked closely with the Social Media Manager to optimize social media spends to drive e-commerce sales at the start of the pandemic, while updating the website to improve consumer navigation.
- Oversaw the GOWC marketing and sales budget, optimizing above the line and below the line spends in order to demonstrate a positive ROI.

Marketing Operations Manager

Wild Roots Spirits | April 2019 - Jan 2020

- Managed the day-to-day operations for the tasting room & events, and KPI reporting, - and personnel, including the Tasting Room Manager and the Events Coordinator.
- Worked closely with the Director of Sales and Chief Marketing Officer to build off-premise and on-premise sales programs, and provide point-of-sale support including branded presentations.
- Built the first budget for the Marketing Department and executed marketing strategies against that budget.

Digital Marketing Associate

A to Z Wineworks | May 2012 - Aug 2018

- Developed digital marketing strategies and budgets that included social media ad spends and paid search engine marketing on Google AdWords and Bing that increased prompted brand awareness by 10% YOY.
- Responsible for the execution & optimization of all digital marketing strategies, including content creation for both organic posts and ads, and video production.
- Managed web page development, refreshes, updates and optimized user navigation of both the A to Z & REX HILL websites on the WineDirect platform.
- Designed monthly A to Z consumer emails to develop positive relationships with our audiences and stay top of mind for any and all their wine needs.
- Responsible for all internal branding and taking large amounts of data and transforming them into easily understood graphics.