

**ONLINE MARKETING AND SOCIAL MEDIA EXPERT**

Samantha is a seasoned online marketer with over a decade of experience in product marketing strategy. Her expertise ranges from building social networking strategies to brainstorming online community positioning. She specializes in taking rough concepts and transforming them into viable online products. Social marketing in the online social arena is her bread and butter. Samantha is fluent in all major social media trends and is an authority on harnessing those outlets to move the needle on brand recognition, distribution, and customer relations.

Samantha has a talent for identifying and exploiting the core assets of online business. With her extensive background in people-oriented fields, she brings a dynamic management style that bridges even the most complex dynamics within a team. This veteran of the online community space was seasoned at Yahoo! and E! Online and in her own online consulting company, Threxy.Inc.

Samantha was managing partner at a company she founded in 2005, The online design, marketing and development firm focused on building online communities and social networks. During her tenure, Samantha managed the \$1 business with 10 key clients, building out five full online businesses.

Previously, Samantha worked for three years at Yahoo! In her role, she created relationship marketing strategies, loyalty and sales programs with Fortune 500 companies including participation in a year-long Mc Donald's Think Tank. During her tenure, Samantha spearheaded the multi-million-dollar relationship with Procter & Gamble in a series of cross-marketing online community outreach initiatives. The programs gained national press attention and led Samantha to receive the annual Yahoo National Sales Award.

Samantha was part of the original Sales Programs team at Yahoo!, working to create marketing programs for 12 community and entertainment properties. Her work included collaborating with engineers, business development, producers and outside social networks to create marketing stunts and strategies for both Yahoo! and its clients. Prior to joining Yahoo!, Samantha was on the concept and launch team for E! Online, a joint venture between C/NET and E! Entertainment Television. Pushing the envelope, Samantha created the first-ever movie premiere webcast ("Evita") which catapulted the company into a Live Events Division. She led the first-ever TV-to-Internet live interview (Paul McCartney Live from London) and the first-ever webcasting from the Emmy and Grammy awards.

Samantha began her career as a journalist for Los Angeles Magazine covering small local trends. She also co-wrote the cover story "The Status of Women in L.A.," and multiple advertorial packages. She rounded out her understanding of the media space with a stint as a public relations account executive at The Donahue Group where clients included Tiffany & Co., ESCADA Couture, Louis Vuitton, The Rodeo Drive Committee, and the City of Beverly Hills.

**EDUCATION**

Samantha attended Syracuse University with a major in Theater and a minor in Production Stage Management. She is a trained chef, mother of twins and four-time marathoner.