

Samantha Fein

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Online Marketing Executive

Communications executive with 14 years experience building marketing strategies, launch plans and promotional stunts for online companies. Repeated start-up successes include building teams and working side-by-side with sales, PR and product from the ground-up. Proven ability to lead, innovate, and market products and brands.

- Online Communities
- Guerilla and Launch Marketing
- Corporate Events
- Thought-Leadership
- Social Media
- Marketing Roadmaps
- Brand Development
- Strategy & Execution

Professional Experience

Founder, Managing Director Threxy, Inc., San Jose, CA

2005 to present

Boutique web development firm that builds online communities and businesses for a wide array of clients ranging from entrepreneurs to publicly traded companies. Manage product marketing strategy, online community roadmaps, client-facing relationships, building business plans for social-based online businesses.

- Built a consulting company from idea through fruition earning over \$1 million revenue. Recruited, hired, and led a team including product, engineering, design and editorial.
- Developed marketing strategy for each client, collaborated on product roadmaps, articulated positioning. Conducted market research, focus groups, and gathered client feedback.
- Created compelling messaging, wrote website content, and positioned products for launch. Delivered advertising and media tools, product demos, sales presentations.
- Constructed social media plans and roadmaps for short and long term rollout including CRM, SEM, email, newsletters, blogs, Twitter, Facebook and geo-local opportunities.
- Managed marketing budgets for each client including launch plans, offline events, and relevant appearances.

Interim CEO SV Moms Group, Palo Alto, CA

2009

Advisor and, subsequent interim CEO for SV Moms Group. SV Moms Group functioned as the largest mom blogging network in the US and Canada. My role was to reform the overall strategy for the company. Subsequently, I worked to organize the company for its eventual sale to Technorati.

- Organized company for private sale including advanced business plan, Memorandum of Sale and negotiations.
- Created marketing campaigns, managed public relations and created targeted advertising packages.
- Built sales programs, rate cards and customized sponsor programs.
- Managed and organized various corporate events focused on connecting bloggers and large-scale corporations including Chevrolet, Yahoo!, Disney and Stoneyfield Farms.

Blogger**2009 to present**

Actively write and report for various media outlets with a focus on women in business and modern families. Focused on parenting, political and social advocacy, several assignments garnered attention from other news outlets including ABC's Good Morning America, The Huffington Post, various NBC local affiliates, and MSNBC online. Current contracts include NBC and Yahoo!

- (Yahoo!) Contributing writer to the exclusive group of parenting bloggers featured on Yahoo! Shine.
- (NBC/Universal) Video correspondent for iVillage's iVoices, reporting on social, political and parenting issues.
- (CBS) Contributing blogger for CBS Local, San Francisco family section

Senior Sales Producer**1997- 2000****Yahoo! Inc, Sunnyvale, CA**

Pioneered the Yahoo! Sales Producer team charged with monetizing the company's vertical properties. Led cross-functional effort with sales, product, business development and marketing teams to execute key sales campaigns across the entire Yahoo! network.

- Developed sales programs, marketing strategies, and loyalty programs for Fortune 500 companies including Martha Stewart, AT&T, Warner Bros. and Disney. Programs directly impacted offline marketing initiatives and gained national consumer attention.
- Spearheaded multi-million-dollar relationship with Procter & Gamble in four cross-marketing product initiatives focused on social media outreach. Collaborated with engineers, business development PR, and producers to implement sales marketing strategies across the Yahoo! network.
- Built monetization programs for 13 Yahoo! properties in the community and communication verticals.
- Participated in McDonald's Internet think tank charged with integrating brick-and-mortar business with the Internet and creating loyalty programs for customer and employee retention.
- Awarded the annual Yahoo's National Sales Award.

Live Events Producer**1996- 1997****E! Online, Los Angeles, CA**

Member of E! Online founding team to launch E! Entertainment television online. Led the E! Online webcasting team.

- Conceived, organized, and directed on-location web-broadcasts of major entertainment red-carpet events including the Emmys, Grammys, and the first-ever movie premiere webcast (Evita).
- Conducted one-on-one web-casted interviews with high profile celebrities, including Sir Paul McCartney.
- Primary liaison and content negotiator between movie studios and E! Online.
- Spearheaded the website integration of cable's first-ever online interactive program: "The OJ Show on E!"
- Wrote daily column "The E! Files."

Account Manager**1994-1996****The Donahue Group, Beverly Hills, CA**

Represented Beverly Hills businesses in public relations, marketing, corporate events, and publicity stunts.

- Managed elite client list including Tiffany & Company, The City of Beverly Hills and Planet Hollywood.
- Created "My City" contest for inner-city schools between the children of New York and Beverly Hills.
- Event management for the 50th Anniversary of the United Nations, California's Consul Generals.

Education and Interests

- Syracuse University 1992, The Westlake School for Girls 1989, California Culinary Academy 2001
- Board Member, Council for Accelerated Medical Research for the Myelin Repair Foundation
- Multi-marathon runner, Chef, Community Advocate, Blogger, Spanish Proficient