



SAMANTHA O'BROCHTA

CREATIVE DIGITAL MEDIA STRATEGIST

CONTACT

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EDUCATION

MA IN THEATRE ARTS

University of East London
London, UK | 2019 - 2020

PGDIP IN CREATIVE WRITING

University of Westminster
London, UK | 2014 - 2015

BA IN PUBLIC RELATIONS

Western Washington University
Bellingham, WA | 2009 - 2013

SKILLS

Photoshop, Lightroom, InDesign,
Web Design, Final Cut Pro,
iMovie, Garageband, Microsoft
Office Suite, Digital & Film
Photography, Wordpress & CMS,
Squarespace, Instagram, Tiktok,
Facebook, Twitter, Pinterest,
Influencer Outreach, Diversity &
Inclusion, Graphic Design,
Procreate, Filmmaking, Copywriting
& Editing, Paid Social Media,
Scriptwriting, Public Speaking,
Blogging, Google Analytics

More work history can be found at
[linkedin.com/in/samanthaobrochta](https://www.linkedin.com/in/samanthaobrochta)

EXPERIENCE

SOCIAL MEDIA MANAGER

Apartment Therapy Media | Remote | September 2020 - Present

- Webby Award Winner 2023 for Social Video: Culture & Lifestyle
- Executed social media content posting for multiple platforms.
- Sourced visually stunning user-generated content for Apartment Therapy.
- Grew following and increased social video initiatives on TikTok & IG Reels.
- Designed high-quality visual content for social media posts and campaigns.
- Used analytics tools to gauge success and optimize future content.
- Built brand awareness through engaging relevant influencers.

DIGITAL CREATIVE DIRECTOR

The Sam Aesthetic | Remote | September 2013 - Present

- Wrote articles for media outlets, including Popsugar, Mic.com, & more.
- Shot & edited original photography and video footage.
- Worked as Editor-in-Chief of travel publication, Wander Wench.
- Created influencer content in partnership with Google, Airbnb, & other brands.
- Managed social media presence and digital strategy for various clients.
- Concepted and designed social media assets and web graphics.

SOCIAL MEDIA PRODUCER

Matador Network | Remote | June 2017 - October 2019

- Oversaw social media channel's content and community.
- Grew Facebook page follower count by 64% in 12 months.
- Provided creative insight, analysis, and strategy for accounts.
- Composed & designed email newsletters to audience of 100,000+ subscribers.
- Scouted diverse influencers for Instagram takeovers and campaigns.
- Filmed and photographed events around the world for social media video.
- Lead a diversity initiative to make Matador Network an inclusive environment.

SOCIAL MEDIA COORDINATOR

The Social Edge | New York City | September 2015 - May 2017

- Community managed celebrity George Takei's social media.
- Sourced engaging content for over 12 million fans.
- Edited videos and designed graphics for in-house pages.
- QA monitored posts in accordance to publishing guidelines.
- Liaised with video content partners on media shares.
- Analyzed Facebook Ads Manager sponsored testing results.