

# SAM REICHSTEIN

Driven and passionate marketer with experience across lifestyle, fintech, and community-centered companies. Expertise lies in written content and strategic execution in brand and marketing.

## EXPERIENCE

### Marketing Manager

EMPIRE STARTUPS | SEPTEMBER 2022 - PRESENT

Work directly with Founder on all marketing aspects of the largest FinTech platform in North America, including crafting and curating content for audience of 100,000+, establishing a FinTech contributor program with C-suite thought leaders, and owning marketing strategy and execution across NY FinTech Week and the Empire FinTech Conference.

### Senior Associate, Product Marketing

SEASHELL | MARCH 2022 - AUGUST 2022

Worked closely with marketing, growth, product, and customer support teams to launch Seashell's offering to the public, including a 500,000+ waitlist and private beta app. Led email marketing efforts, social presence, blog creation, and persona building to help solidify product-market fit.

Part of 50% RIF in August 2022.

### Senior Marketing Associate

MEDLEY | JUNE 2020 - MARCH 2022

Marketing hire #1. Create and oversee all external content from launch to current status, specifically social posts, newsletter franchise, and email journeys across the marketing funnel. Reports directly to Medley's CEO and works closely with Brand Director and external PR team.

### Marketing Associate

PETAL | JUNE 2018 - MAY 2020

Established and owned all organic social channels and blog strategies, crafted brand messaging across organic and paid platforms, led marketing roadmaps across product launches, created 100+ pieces of social content, as well as led brand awareness efforts across the board.

### Freelance Writer

JANUARY 2017 - PRESENT

Written content in lifestyle, FinTech, and food sectors, both longer-form content and short, social copy. Clients include: Chameleon Cold-Brew, Austin-American Statesman, Roadway Movers, BluHomes, LianLian, Kaylin+Kaylin Pickles, and HumanN.

## CONTACT

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## TECHNICAL SKILLS

### Design

Figma

Webflow

### CRM

Airtable

Asana

Customer.io

Mailchimp

Asana

### Social Creation+Management

Facebook

LinkedIn

Instagram

TikTok

Twitter

Copywriting

Email Marketing

Project Leadership

SEO Proficiency

## EDUCATION

### The University of Texas at Austin

Bachelor of Journalism

AUGUST 2014 - MAY 2018

### Young Judaea Year Course

Academic and Service Gap-Year Program

AUGUST 2013 - MAY 2014

## ADDITIONAL INFORMATION

### Founder

NBKVAX | JANUARY 2021- DECEMBER 2021

COVID-19 initiative through the North Brooklyn Mutual Aid helping the larger community gain access to COVID-19 vaccine appointments, testing, and up-to-date information.

### Member

ALPHA EPSILON PHI | AUGUST 2014 - MAY 2018

Omega Chapter at The University of Texas at Austin.