

Samantha Woodrum

Senior Marketing Manager | Content, Design, & SEO

Marketer with 7 years of experience in building brand identity, creating cohesive multi-channel content strategies, optimizing SEO, and generating marketing leads for B2B FinTech companies. Proven track record in managing and creating relevant content that engages the target audience at the right time. Successfully led a team that created 1,000+ new pieces of content in 1 year that directly led to a 25% increase in inbound revenue and a 35% increase in organic website visitors year over year.



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WORK EXPERIENCE

Sr. Content & Design Marketing Manager

Ottimate, Formerly Plate IQ [↗](#)

01/2023 - Present

Remote

Joined to support building a new marketing department and guide the rebrand that would enable the business to reach new industry verticals.

Key Contributions Include:

- **Brand Design:** Developed the interim brand design and messaging during the rebrand process, created all primary marketing materials, and drove all website updates both in terms of design and content.
- **Rebrand:** Supported the successful rebrand from Plate IQ to Ottimate that facilitated a 95% increase in pipeline generation in the first half of 2024 compared to the first half of the previous year.
- **Content Development:** Created the content road map, oversaw all content projects, and guided the efforts of the content team which led to over 7M views on key content (website page, videos, ads, etc.) and attracted over 60K new users to our website.
- **Project Management:** Spearheaded the foundation for standard processes the entire marketing department follows which included managing project boards in Monday.com, creating templates for internal and external use, and overseeing our company guidelines for brand, messaging, content, and SEO.

Content Marketing Manager

OnPay Solutions, Now Part of Medius

03/2020 - 12/2022

Remote

Recruited to help a growing B2B SaaS company get successfully acquired. Promoted twice in 2 years due to excellent performance and contribution to company goals. Previous roles include Content Marketing Specialist (2021-2022) and Digital Marketing Coordinator (2020-2021).

Key Contributions Include:

- **Road Map Organization:** Executed the content road map from 2021 leading up to the acquisition in a manner that navigated complex content questions and challenges with expert problem-solving abilities and in-depth knowledge of the SaaS/FinTech industry.
- **B2B Marketing:** Navigated complex content questions and problems with expert problem-solving abilities and in-depth knowledge of the SaaS/FinTech industry to create, edit, and improve content with a focus on consistent brand messaging.
- **Campaign Planning:** Launched social media marketing campaigns that increased website visits from social sources by 134%.
- **Website Management:** Captured new website visitors via HubSpot using creative and fresh approaches to content such as product pages, eBooks, case studies, blogs, and, video.



SKILLS

Animated Video

B2B Marketing

Brand Design

Brand Messaging

Campaign Planning

Content Creation

Content Development

Content Marketing

Enterprise UI/UX Design

Road Map Organization

SEO



TECHNICAL SKILLS

Marketing Tools & Platforms

HubSpot | WordPress | Umbraco | Figma | Adobe Illustrator | Adobe Photo Shop | Google Analytics | Marketo Measure | Salesforce | Hotjar | Monday.com



CERTIFICATES

HubSpot Content Marketing (2022 - 2024)

HubSpot Inbound Marketing (2022 - 2024)

Google Analytics Individual Qualification (2022 - 2023)



EDUCATION

Bachelor of Political Science
University of Central Florida

Orlando, Florida