

Samantha Woodrum

Senior Marketing Manager

Strategic content and brand leader with 8 years of experience turning complex ideas into clear, compelling narratives. From scaling content engines to leading rebrands, I've helped SaaS and FinTech brands grow through smart storytelling, strong execution, and a hands-on approach to content, design, and strategy. I thrive in fast-paced environments where marketing plays a role in company growth. My approach is collaborative, metrics-driven, and rooted in storytelling that resonates — whether I'm leading a team, launching a new product, or shaping the voice of a brand.

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SKILLS

- Brand Strategy
- Content Marketing
- Digital Marketing
- SEO
- Website Management
- Brand Design
- Video

TECHNICAL SKILLS

Content Marketing	Multi-channel content strategy, website content, email campaigns, blogs, guides, webinars, thought leadership, podcasts, pillar pages & social media	Design	Branding, photo editing, template creation, web design, UX design, motion graphics, videos, trade show booths & collateral
SEO	Keyword research, on-page optimizations, technical SEO, link building & collaboration	Branding	Brand strategy development, market research, messaging, positioning, storytelling & design
Digital Marketing	SEO, PPC, email, social, ABM, video, design, product demos & campaign management		

WORK EXPERIENCE

Sr. Content & Design Marketing Manager

Ottimate, Formerly Plate IQ (FinTech Rebrand) [🔗](#)

01/2023 - 12/2024

Remote

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

- ◇ Shaped interim brand identity and voice during a company rebrand, producing core marketing assets and driving a full-scale website refresh to reflect new positioning.
- ◇ Co-developed the Plate IQ to Ottimate rebrand from concept to launch — leading messaging, visual direction, design, and marketing rollout that resulted in a 95% increase in pipeline in the first half of 2024.
- ◇ Promoted within a year to lead a new content marketing team, producing 1,000+ assets that increased inbound revenue by 25% and boosted organic traffic by 35%.
- ◇ Directed content strategy and managed an editorial calendar across formats and funnels, guiding a team that produced content resulting in 7M+ views and 60K+ new users.
- ◇ Built scalable workflows and unified brand standards that improved alignment across content, product marketing, and design — streamlining execution and reducing bottlenecks across teams.
- ◇ Created targeted messaging that acknowledged and addressed buyer hesitation around automation and AI, leading to increased engagement and reduced friction in the sales cycle.

WORK EXPERIENCE

Content Marketing Manager OnPay Solutions (FinTech Acquisition)

02/2020 - 12/2022

Remote

Recruited to help a growing B2B SaaS company specializing in payments get successfully acquired.

- ◇ Promoted rapidly through three roles in two years — from Digital Marketing Coordinator to Content Marketing Manager — due to strong cross-functional collaboration and results across content, SEO, and demand gen initiatives.
- ◇ Developed and 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.
- ◇ Addressed complex content questions and problems with expert problem-solving abilities and in-depth knowledge of the SaaS/FinTech industry and created, edited, and improved content contributions with a focus on consistent brand messaging.
- ◇ Captured new website visitors using creative and fresh approaches to content such as product pages, eBooks, case studies, blogs, and, video.

Social Media Marketing Specialist Web.com

10/2017 - 02/2020

Jacksonville, Florida

Pioneered a beta product offering to create individualized social strategies for digital media in an agency setting for diverse clientele.

- ◇ Applied strategic brand research to deliver tailored creative solutions that matched each client's voice, style, and industry standards.
- ◇ Produced photo and video creatives for paid social ads while overseeing campaign budgets, targeting strategies, and real-time adjustments to drive client growth and engagement.
- ◇ Helped define and implement key performance indicators tailored to a beta-stage product offering, ensuring meaningful reporting and clear value delivery to clients.
- ◇ Executed and managed high-volume photo, video, and social ad campaigns for an account list exceeding 150 clients, ensuring consistent quality and brand alignment across deliverables.
- ◇ Delivered exceptional customer service and account support, strengthening client relationships and building lasting, positive experiences in a fast-paced agency environment.

TECHNOLOGY

CSM Platforms

- ◇ HubSpot CSM, WordPress, Umbraco, Wix & Squarespace

Analytic Tools

- ◇ Google Analytics, Google Search Console, Hotjar, Spyfu, Semrush & Moz

Other Marketing Platforms

- ◇ 6Sense, Drift, PathFactory, Pardot, Capterra, Mailchimp & Hootsuite

CRM Platforms

- ◇ HubSpot CRM, Salesforce & Marketo

Design Software

- ◇ Figma, Adobe Premier Pro, Camtasia, Adobe Illustrator, Adobe Photoshop, Adobe XD, Adobe Premiere, & Canva

AFFILIATIONS & AWARDS

B2 Awards Nominee
(Ottimate)

GrowFL Top Companies to Watch
(OnPay Solutions)

Brand Impact Awards Nominee
(Ottimate)

Fast 50
(OnPay Solutions)

EDUCATION

Bachelor of Political Science
University of Central Florida

Orlando, Florida