

Samantha Fawbush

Product Marketer

I'm a marketing pro who lives at the intersection of "what if?" and "watch this." With over 9 years of credit union experience and a current gig as Product Marketer III, I specialize in solving problems with smart strategy, clever campaigns, and a healthy dose of sarcasm. I love bringing bold ideas to life and nerding out over segmentation, because the right message to the right member actually matters. I believe marketing should be effective, creative, and never boring. I'm all about ideas that work and a few that make people smile along the way.

SKILLS

Hard Skills

Graphic Design Analytics Video Filming
Copywriting Project Management
Video Editing Voice Over Automation

Soft Skills

Adaptability Team Leadership
Creativity Positivity Puzzle Solving
Self Motivation Communication
Time Management

Applicable Platforms/Programs

Adobe Suite Smartsheet Canva Asana
Microsoft Office Later Hootsuite Synapsys
GoHighLevel Wordpress Visa Analytics
Google Analytics Constant Contact Q2 Smart
ChatGPT OptiSigns InLighten

EDUCATION

Class of 2015

★ East Tennessee State University

Bachelor of Science:
Mass Communications: Advertising & PR

CONTACT

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EXPERIENCE

2025 - Present

★ Product Marketer III OE Federal Credit Union

- **Avid Problem Solver:**
 - Built a lead scoring "mini app" and follow-up sequence to aid Lending Department in prioritizing leads and gathering needed documentation to speed up application process. "Mini App" reduced loan application abandonment rate by 50%. (Based on industry standard)
 - Led the initiative to bring Spanish Marketing Materials to life to ensure marketing was accessible to all members.
- **Innovative Goal Achiever:**
 - Strategized ways to help reduce costs during inconsistent loan growth months:
 - Idealized, designed and implemented "Go Digital" Campaign, increasing eStatement conversions by 60% and reducing statement costs by \$570/month. We also saw a 70% increase in Digital Wallet usage, increasing our chances of being top of wallet.
 - Researched and planned conversion to new Branch Monitor platform, introducing touch screens and reducing branch marketing costs by \$22,000+ annually.

2019 - 2024

★ Marketing Specialist I - III OE Federal Credit Union

- **Clever Campaign Creator:**
 - Infused creativity into marketing efforts:
 - Orchestrated attention-grabbing campaigns such as renting a money booth, creating branch employee contests, mapping out a "Member Journey" for different products.
- **Data-Driven Analyst:**
 - Leveraged analytical insights from past campaigns to create informed future strategies.
 - Continuously refined approaches for stronger results.
- **Strategic Social Media Executer:**
 - Implemented social media strategies, resulting in remarkable growth:
 - Facebook following increased by 200%.
 - Instagram engagement surged by an impressive 460%.
 - Led the creation of Twitter and YouTube accounts from scratch.
- **Collaborative Force:**
 - Worked closely with cross-functional teams to ensure relevant, accurate, and up-to-date product information in all marketing materials.
- **Masterful Copywriter:**
 - Crafted compelling content for letters, website notifications, emails, and member statements.
 - Led content review/revisions for the entire team, ensuring quality and brand voice consistency.
- **Creative Marketing Material Co-Designer:**
 - Collaborated on the design and execution of marketing materials across various channels, including branch collateral, union publications, email campaigns, online banking, Gas Station TV ads, and more.
 - Ensured consistent brand representation and messaging.
- **Trusted Department Lead:**
 - Trusted by management as the department leader for many company-wide projects.
 - Demonstrated agility in learning, multitasking, prioritization and delegation.
 - Stepped in as interim manager during a management transitional period.

2016-2019

★ Marketing Specialist UT Federal Credit Union

- Primary designer for all print and digital publications.
- Head of social media content creation and management.
- Content creator and designer for all staff newsletters.
- Writer and editor for all internal and external videos.
- Attended credit union benefit/vendor fairs to promote the credit union to potential new members.