

# Samantha Fawbush

## Product Marketer

samanthafawbush.com



Online Portfolio

I'm a marketing pro who lives at the intersection of "what if?" and "watch this." With 10 years of marketing experience and a current role 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 audience 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 Segmentation  
Copywriting Project Management  
Workflow Development 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 Claude

## EDUCATION

Class of 2015

### East Tennessee State University

Bachelor of Science:  
Mass Communications: Advertising & PR

## CONTACT

865.382.3178  
samanthafawbush@gmail.com  
samanthafawbush.com  
Livermore, California

## 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 \$6k/yr. 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 \$22k+/yr..

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.