

# Samantha Porter Grinney

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## PROFESSIONAL SUMMARY

I have created a podcast, using my voice and knowledge as a resource to supply viewers with entertainment and interviews with entrepreneurial guests. By giving a voice to these brands, companies, and people I also highlight them on social media and email newsletters. With over 50 episodes, two seasons, and collaborations, I am ready to expand my production and hosting skills to more networks.

## EXPERIENCE

### Founder and Host

#### Samantha's WEST Podcast — Jacksonville Beach, FL

NOVEMBER 2020 - PRESENT

- Create marketing and distribution assets
- Create entertaining show content through personal commentary and recorded segments
- Utilized social media to inform listeners about show content and air times
- Sourced and interviewed over 50 guests
- Consistently create, produce, and publish weekly podcasts
- Collaborate with multiple vendor across social media platforms
- Negotiated terms of collabs with guests, influencers, and vendors
- Execute weekly newsletters
- Wrote SEO friendly show notes for episodes
- Recruited and onboarded vendors for e-commerce website

### Director of Brand Partnerships Company, Access79 — Jacksonville, FL

AUGUST 2019 - SEPTEMBER 2020

- Built and maintained deep relationships with brands that align with Access79.
- Point person for all charity and high-touch events in the showroom.
- Directed photo and video shoots to maintain brand standards and image.
- Point person to ensure cohesive interactions with clients and brand partners utilizing social media while upholding brand standards, and monitoring event logistics.
- Hired new employees and managed a team to meet sales and company goals.

## EDUCATION

**Sociology** - Bachelor of Arts - 2011

**Marymount Manhattan College** - New York, NY

**Broadcast Journalism** - University of Miami -

## SKILLS

- Public Relations
- Production and Operations
- Event Planning
- Networking
- Business Development
- Fundraising

## PHILANTHROPY

- Director of PR and Charitable Partnership for Crypto Whales Official

## **Visual Merchandiser**

**INTERMIX — *New York, NY***

MARCH 2013 - MARCH 2016

- Drove sales with visual placement.
- Updated floor plan on a daily basis to reflect new merchandise and trends.
- Styled all mannequins, windows, and tables.
- Managed sales team with daily, weekly, and monthly sales goals.
- Helped the team develop and maintain client relationships.
- Organized the team's scheduling and ran payroll.
- Executed daily tasks of open/close stores, registrars, and provided exceptional customer service.

## **Product Development Specialist**

**Beachbody — *New York, NY***

JUNE 2011 - MAY 2012

- Directed and produced all photoshoots.
- Responsible for all wardrobe, shopping to final photo wardrobe approval.
- Oversaw castings from initial casting call to final choices.
- Managed and coordinated test groups.
- Coordinated travel for talent and testimonials.
- Handle all talent releases, and contract
- Developed all infomercial and video production binders