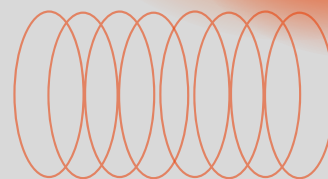


SAM BECKER-MIYADAI

Creative + Marketer

sambmiyadai.com
1.513.544.6379
Long Beach, CA



ABOUT

Marketer, creative, and strategist with developed interpersonal team communication, design direction, and diverse marketing skills, pursuing work with a leading dynamic and mission-driven organization practicing comprehensive problem-solving for people and planet flourishing.

PEOPLE + PLANET

- Climatebase Fellow - Cohort 4
- The Sacred Fig - Yoga Teacher Training
- Rye Goods Organic Bakery
- Harvest Craft
- Komeyakata Farms
- Tanaka Farms
- The Ron Finley Project
- Biola Organic Gardens

EDUCATION

B.S. in Business Admin., Emphasis in Marketing

BIOLA UNIVERSITY
Magna Cum Laude Honors
Presidential Scholarship Recipient

WORK EXPERIENCE

Creative Marketing Manager 2021 - 2023 Eden Reforestation Projects

- Helped fundraise \$44 million in 2022, a 110% increase from 2021 funds
- Led and supervised a cross-functional team and vendors in the production of web, print, video, and digital marketing collateral
- Developed and implemented content strategy for both small- and large-scale projects in the idea, build, and ship phases
- Managed expenses, forecasted budget, and prioritized workflow and resources to meet video production and photo needs of organization

Account Manager 2018 - 2020 Directive Consulting

- Managed anywhere from 5-10 client projects in a variety of high-performance and competitive B2B and SaaS industries
- Executed digital marketing campaigns in all segments of the business funnel TOFU, MOFU, BOFU in SEO (Organic), PPC (Paid-for), and Content for data-driven results.
- Led a dedicated team of SEO and PPC specialists and designers to ensure that deliverables were implemented
- Communicated regularly with executives and clearly articulated the strategic vision and data-driven tests & results

PPC & SEO Manager 2017 - 2018 Directive Consulting

- Performed industry audits to fold into campaigns and marketing strategies through hundreds of ads and posts weekly
- Optimized and managed the digital marketing spend (\$50,000+/month) for 6+ clients
- Met tight deadlines and time management skills from rigorous agency demands

SKILLS

- Creative + Art Direction
- Video production
- Film & Digital Photography
- Project Management
- Analytics + Strategy
- Web Design + CRO
- Copywriting
- Content Creation & Ideation
- SEO + PPC Optimization
- CRM and Email Management

