

SAMMI REINSTEIN

PRODUCT MARKETING MANAGER 📍 BOSTON, MA 📞 978-460-5393

◦ DETAILS ◦

Boston, MA
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◦ LINKS ◦

[Personal Website](#)

[LinkedIn](#)

[Podcast](#)

◦ SKILLS ◦

Content Strategy
Messaging
SEO Fundamentals
Chatbot Design
Project Management

📁 EMPLOYMENT HISTORY

Product Marketing Manager, Product Education at Drift

July 2021 — Present

- Write, manage, and strategize middle and bottom-of-funnel offers.
- Create compelling content including SEO-rich landing pages, competitive blogs, launch materials, customer newsletters, and more.
- Owner of Drift's adoption model and manage a cross-functional tiger team focused on improving adoption measurement.
- Product educator & content creator for Drift Insider.
- Host of the Conversation Starters podcast through the Drift podcast network.

Professional Services Consultant at Drift

January 2020 — July 2021

- Provided data-driven conversational marketing consulting to our most strategic Drift customers including Adobe, Box, Marketo, Citrix, and more.
- Contributed to content efforts such as guides, certifications, partner services enablement, and strategic frameworks.

Associate Professional Services Consultant at Drift

June 2019 — January 2020

- Founding member of Drift's professional services team.
- Helped our largest customers build out their conversational sales and marketing strategies.
- Built and optimized advanced chat playbooks.

👥 INTERNSHIPS

Demand Generation Intern at Drift

January 2019 — June 2019

Corporate Communications Intern at Apple

May 2018 — August 2019

🎓 EDUCATION

Marketing Communications, Emerson College

- Graduated Summa Cum Laude.
- Member of the Gold Key Honor Society - membership is extended to the top 5% of the class.

🛠️ COURSES

Inbound Marketing Certification, HubSpot

Conversational Marketing Certification, Drift

Conversational Sales Certification, Drift