

SAMMI REINSTEIN

CONTENT MARKETING MANAGER 📞 978-460-5393

◦ DETAILS ◦

978-460-5393

sammi.reinstein@gmail.com

◦ LINKS ◦

[Personal Website](#)

[LinkedIn](#)

[Podcast](#)

◦ SKILLS ◦

Content Marketing

Chatbot Design

Social Media

SEO Fundamentals

Content Strategy

👤 PROFILE

Hey, I'm Sammi. I'm passionate about creating content that connects, educates, and starts conversations. I'm accustomed to a high level of responsibilities and creating experiential content that inspires.

📁 EMPLOYMENT HISTORY

Content Marketing Manager at Drift

July 2021 — Present

Member of the Content & Community team.

- Execute post-sales content offers in collaboration with Demand Gen.
- Produce long and short-form content including landing pages, newsletters, blogs, templates, scripts, and guides.
- Host of the Conversation Starters podcast through the Drift podcast network.
- Increased education content engagement by 172% from Q2 2021 to Q1 2022.

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