

# SAM CLYDE

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## Core Strengths

I am a highly creative, business-minded professional with demonstrated success in marketing, communications, and design. The diverse skills developed during my experiences as a Marketing and Creative Director, Freelance Designer, and MBA Candidate at Case Western Reserve University enable me to generate holistic, unique solutions to professional challenges.

## Work Experience

### Perennial Software, Director of Marketing and Creative Services

May, 2017 – Present

- **Marketing Direction:** Generate qualified leads through a combination of email marketing, SEO and keyword management, and gated content for lead capture. Nurture leads through multifaceted, dynamic digital campaigns using Pardot and Salesforce. *Lead Generation in 2018:* 56% increase in leads generated for AlarmBiller (fastest growing Perennial Software brand) for Q1/Q2 as compared to Q1/Q2 for 2017.
- **Creative Direction:** Conceptualize, develop, and design marketing materials for Perennial Software's three distinctly different brands. Create content for both print and digital platforms, including advertisement graphics, campaign emails, animated videos, and written articles published in SDM Magazine, TMA Dispatch, and Security Dealer and Integrator Magazine. Manage contractor and vendor relationships, including project scopes, budgets, and timelines.
- **Event Direction:** Organize all stages of Perennial Software-hosted conferences. Manage responsibilities including development of conference content; event promotion; registration and budget management; venue, attendee, and sponsor coordination; physical event execution; and post-conference evaluation, based on both attendee feedback and profitability. *Events in 2018:* Attendance ranging from 30-420+ guests; total revenue exceeding \$260,000.

### Perennial Software, Creative Director

October, 2015 – May, 2017

- Re-branded Perennial Software and its two established products, SedonaOffice, and AlarmBiller, including logo and front-end web design; advertising campaign design and content creation; and marketing communications campaign development, design, and written content.
- Co-ran the 2016 and 2017 SedonaOffice Users Conferences, drawing 345 and 415 attendees, respectively. Conference responsibilities included conceptualization and execution of print and digital marketing campaigns to increase event attendance, UX/UI design of an app created specifically for the conference, partner and sponsor coordination, and planning of the annual SedonaParty attended by over 350 conference guests in 2017. Since assuming co-chair responsibilities, the conference has increased in size by over 100 attendees, generating more than \$90,000 of additional revenue from registration fees alone.
- Created a marketing automation campaign for AlarmBiller prospects consisting of uniquely formatted, regularly scheduled communications sent in a three-week cycle. Since implementing the program on January 1, 2017, campaign emails have averaged an open rate of 32.4% and a click-to-open ratio of 11.5%, exceeding the US Business and Finance industry standard for marketing automation by 11.4% and 8.8%, respectively.

### Hawken School, Interim Creative Director

September – December, 2014

- Designed environmental graphics and signage for Holtrey Hall, a space dedicated to Hawken School's swimming legacy and its highly decorated coach. The space was revealed to the public at a ribbon cutting ceremony attended by nearly 250 past and present Hawken swimmers.
- Developed event concepts and branding for the Hawken Party of the Century, a gala celebrating the school's one hundredth anniversary, attended by more than 2,000 alumni and their families.

## Relevant Skills

### Creative and Editorial Writing (Marketing, Sales, and Social Media)

- Marketing Automation: Created or made final edits to all marketing automation emails distributed by Perennial Software from October, 2016 - present.
- Sales Writing: Penned correspondence between SedonaOffice Sales and prospects as part of the SedonaOffice Top 75 Campaign, targeting the industry's highest grossing, non-Perennial Software customers. The ongoing effort has generated totals of over \$750,000 at signing and an average of \$15,000 per company, per month in recurring revenue thereafter.
- Editorial Writing: Wrote and edited original articles and web content based on testimonials from in-depth customer interviews, including a 2,000-word piece published in *SDM Magazine's* ISC West Edition 2017. The publication was distributed to over 35,000 attendees of the ISC West trade show.

### Trade Show Experience

- Executed preparations for 18 Perennial Software trade shows per year from January, 2017 - present.
- Managed responsibilities including material sourcing, vendor communication, signage and banner organization and shipping, booth and meeting room layout, and correspondence with event staff.
- Organized and attended five trade shows for Perennial Software, executing responsibilities including contract management, spatial design, show floor sales, meeting/demonstration monitoring, and networking event planning.

### Design Expertise

- Developed advanced skills in Adobe Photoshop and InDesign, as well as proficiency in Adobe Illustrator.
- Ensured optimal print and web aesthetics throughout the Perennial Software re-branding process by establishing comprehensive brand guidelines, understanding color rendering and printing practices, and accumulating a working knowledge of basic HTML code.
- Collaborated with Marketing, Sales, and Development teams to create branding and messaging with consideration of the

## Education

### Weatherhead School of Management

Case Western Reserve University, Cleveland OH  
Master of Business Administration Candidate, May 2019

### School of Design, Art, Architecture, and Planning (DAAP)

University of Cincinnati, Cincinnati OH  
Bachelor of Science, Comprehensive Design, May 2015

## Additional Information

**Skills:** Marketing automation software (Pardot, Act-On), WordPress, Wix, Adobe Creative Suite (Photoshop, InDesign, Illustrator), Salesforce, Photography capture and editing, Video animation and editing (GoAnimate, Sparkol, iMovie, Camtasia), Microsoft Suite (Word, Excel, PowerPoint), Windows and Mac Literate

**Awards:** University of Cincinnati English Composition Committee: 1st Place Multi-Modal Composition (2014), RJE Business Interiors Professors' Choice Award (2012), Brightstar Lighting Design Competition Winner (2012), 3CDC, Developer's Award Winner (2011), University of Cincinnati Parents Association Essay Competition: 1st Place (2011), Cincinnati Scholarship Recipient, University of Cincinnati Dean's List

**Organizations/Activities:** Hawken School Alumni Outreach Committee, Hawken School Reunion Co-planning Chair (2015), Hawken School Women's Junior Varsity Basketball Coach (2014)