

JAMES SAMPEY

MARKETING | CONTENT | DIGITAL | BRAND

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PROFILE

Marketing professional with 5+ years of experience across in-house brand marketing and agency account management. Broad hands-on experience spanning social media, content, digital marketing, brand, website management, SEO, email, print, product launches, events, partnerships, analytics, and business development. Experienced taking projects from strategy and planning through production, execution, and performance reporting.

PROFESSIONAL EXPERIENCE

Jupiter Marine International

May 2025 - Oct 2026

Sales & Marketing Specialist

Palmetto, FL

- Managed marketing across social media, website, SEO, email, print, dealer promotions, product launches, boat shows, sponsorships, partnerships, and customer communications for a premium marine manufacturer.
- Generated more than 4.7 million combined Facebook and Instagram views through September 2026, including approximately 3.8 million organic views and 100,000+ content interactions.
- Planned and produced content from concept through publishing, including photography, drone footage, short-form video, graphics, copywriting, voiceover, and on-camera content; created recurring Jupiter Builds and Sea Trials video series.
- Designed national magazine ads, dealer campaigns, event materials, product literature, sales collateral, and model-year catalogs using Adobe Creative Cloud.
- Managed and updated the WordPress/Divi website, including product pages, landing pages, forms, galleries, performance data, dealer content, news, events, responsive layouts, SEO, and ongoing troubleshooting.
- Used Google Analytics, Meta Business Suite, Hootsuite, Meta Pixel, email performance, and lead-generation data to evaluate campaigns and guide content, digital, and website decisions.
- Coordinated projects with Sales, production, engineering, leadership, dealers, publications, vendors, photographers, and event partners while keeping work accurate, on brand, and on schedule.

MicDrop Agency LLC

May 2021 - May 2025

Senior Account Executive / Operations Associate

St. Petersburg, FL

- Managed client relationships and marketing programs across sports and entertainment accounts, coordinating strategy, creative development, timelines, partners, presentations, and campaign delivery.
- Led business development and contract negotiations, closing \$50,000-\$100,000 partnerships with national sports leagues and multinational companies.
- Developed sponsorship activations, campaign concepts, sales decks, brochures, proposals, onboarding materials, websites, and client-facing presentations.
- Joined during the startup stage and helped establish the company's brand identity, website, pricing, CRM and sales workflows, outreach strategy, marketing materials, and customer experience.

RELEVANT SKILLS

Marketing & Campaigns: marketing strategy, campaign management, product launches, brand marketing, content strategy, social media, email marketing, event marketing, sponsorships, partnerships, dealer marketing

Digital & Analytics: WordPress, Divi, SEO, Google Analytics, Meta Business Suite, Hootsuite, Meta Pixel, Gravity Forms, Gravity PDF, lead generation, performance reporting, HTML/CSS basics

Content & Creative: Adobe Premiere Pro, Photoshop, Illustrator, InDesign, Canva, photography, drone video, short-form video, video editing, copywriting, voiceover, on-camera content, print production

Business & Operations: Salesforce, HubSpot, Pipedrive, Excel, PowerPoint, Google Workspace, project management, budgeting, vendor management, account management, business development, cross-functional collaboration

EDUCATION

Florida State University | Bachelor of Science, Commercial Entrepreneurship | 2017 - 2021