

JAMES SAMPEY

MARKETING | CONTENT | DIGITAL | BRAND

Gulfport, FL | 727-642-9878 | jamessampey2017@gmail.com | [linkedin.com/in/james-sampey-2nd](https://www.linkedin.com/in/james-sampey-2nd)

PROFILE

Marketing professional with hands-on experience across content, digital, brand, web, print, events, dealer marketing, and business development. Experienced taking projects from the first idea through production and launch, including national advertising, social campaigns, video production, website management, SEO, email, product launches, and live events.

EXPERIENCE

Jupiter Marine International

May 2025 - Present

Sales & Marketing Specialist | Palmetto, FL

- Manage marketing across social media, website, SEO, email, print, dealer promotions, product launches, boat shows, tournaments, sponsorships, and customer communications.
- Create content from concept through delivery, including photography, drone footage, short-form video, graphics, copy, voiceover, and on-camera product and event content.
- Created Jupiter's Build Series and Cinematic Series for YouTube, handling concept development, filming, editing, writing, and voiceover production.
- Designed national magazine advertisements, dealer campaigns, event materials, product literature, sales collateral, and model-year catalogs using Adobe Creative Cloud.
- Manage and update the WordPress/Divi website, including product pages, galleries, landing pages, forms, performance data, news, events, responsive layouts, and ongoing troubleshooting.
- Manage SEO, Meta Business Suite, Hootsuite, Meta Pixel, Google Analytics, email campaigns, QR-code initiatives, and lead-generation forms; use performance data to evaluate engagement and website traffic.
- Coordinate projects with Sales, production, engineering, dealers, publications, vendors, photographers, and event partners while keeping work on-brand, accurate, and on schedule.

MicDrop Agency LLC

May 2021 - May 2025

Senior Account Executive / Operations Associate | Tampa Bay, FL

- Led sales and business development efforts in sports and entertainment, including contract negotiations and \$50,000-\$100,000 partnerships with national leagues and multinational companies.
- Developed sponsorship activation programs, sales decks, brochures, client presentations, onboarding materials, and campaign concepts.
- Joined during the startup phase and helped establish the company's brand identity, website, pricing, sales workflows, outreach strategy, and customer experience.
- Managed client relationships and campaigns from initial pitch through execution, coordinating internal teams and outside partners.

SKILLS

CONTENT & CREATIVE

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

DIGITAL & WEB

WordPress, Divi, Gravity Forms, Gravity PDF, SEO, Google Analytics, Meta Business Suite, Hootsuite, Meta Pixel, email marketing, HTML/CSS

BUSINESS

Salesforce, HubSpot, Pipedrive, Excel, PowerPoint, Google Workspace, dealer marketing, sponsorships, event marketing, budgeting, project coordination

EDUCATION

Florida State University | Bachelor of Science, Commercial Entrepreneurship

2017 - 2021