

## James Sampey

Gulfport, FL | 727-642-9878 | jamesampey2017@gmail.com

<https://www.linkedin.com/in/james-sampey-2nd/>

### PROFESSIONAL SUMMARY

---

Accomplished operations, marketing, sales, and business development professional specializing in driving revenue growth and enhancing brand presence. Proven success in developing and executing strategic sponsorship activation programs and targeted activation campaigns. Seeking to leverage expertise in account management, market insight utilization, and innovative media strategies in a dynamic new role to drive sustained business success and market expansion.

### PROFESSIONAL EXPERIENCE

---

#### MicDrop Agency llc

##### Senior Account Executive | October 2022 – Present

- Developed and executed multi-channel marketing campaigns (social media, events, and content marketing), increasing brand awareness by 25% and generating a 15% increase in instore sales for large CPG companies coming from an activation event or social media post.
- Spearheaded sponsorship activation programs for entertainment, sports, and CPG industries, securing partnerships with national companies such as Pepsi, Starry, Mountain Dew, Walmart, Racetrac and national sports teams, such as the Miami Heat, Orlando Magic, and Nashville Predators closing deals valued at \$400K–\$600K AAV.
- Conducted data compiling to identify emerging trends and customer demographics, informing clients that the MicDrop Agency solution expanded client pipeline by 20%.
- Built and maintained strong relationships with key clients through regular communication and tailored support, achieving a 90% client retention rate.
- Analyzed sales and marketing performance metrics using Salesforce and HubSpot, providing data-driven insights to optimize campaign ROI and exceed revenue targets by 10%.
- Created engaging content (sales decks, brochures, social media graphics) using Adobe Creative Cloud, enhancing brand visibility and supporting lead-nurturing activities.

##### Associate, Operations | May 2021 – October 2022

- Collaborated on brand identity development during startup phase, designing logos, website content, and promotional materials using Adobe Illustrator, Photoshop, and WordPress.
- Managed website updates and content creation, ensuring accurate client list and refreshing site design to maintain customer engagement.
- Strategized and produced marketing materials that supported sales team outreach and improved lead conversion rates by 12%.
- Assisted in planning and executing client-facing events, including product launches and promotional campaigns, enhancing brand and customer engagement.
- Utilized market analysis to allocate marketing resources effectively, achieving a 15% increase in campaign efficiency.
- Supported team in streamlining CRM processes, improving sales team workflows and client support.

### PROFESSIONAL SKILLS

---

#### Programs:

- Adobe Creative Cloud: Illustrator, InDesign, Photoshop, Premiere Pro
- Microsoft Office: Word, Excel, PowerPoint
- Web-Based: Salesforce, PipeDrive, HubSpot, WordPress, Google Suite

### EDUCATION

---

Bachelor of Science, Commercial Entrepreneurship, Florida State University

August 2017 - May 2021