

SAMANTHA ROBYN NORRAH

Philosopher & Creative Ally

ABOUT HER/THEM

Writer, speaker, and consultant with seven years of experience freelancing alongside artists and entrepreneurs in marginalized spaces. Committed to media, marketing, and tech ethics for responsible and inclusive digital communication. Explorer of social and cognitive identity, shaping intentional narratives to promote inclusivity, cultural appreciation, community, and connectedness in our rapidly evolving digital landscape.

EDUCATION

B.A. Philosophy

B.S. Digital Audiences

Arizona State University

Honors Society, OURS Undergraduate
Research Scholarship in AI Ethics

KEY SKILLS

Creative Leadership
Strategic Vision
Brand Development
Cross-Functional Collaboration
Innovated Thinking
Project Management

SOFTWARE

Adobe Create Suite
Canva
Content Management Systems
Google Business Suite
Microsoft Office Suite
Project Management Tools
Social Media Advertisement Systems
Social Media Management Tools
Social Media Platforms
Wix

CERTIFICATIONS

Tech Stewardship Practice Program
Foundations of Humane Technology

PROFESSIONAL EXPERIENCE

Founder & Consultant

Sense Method, Atlanta, GA | Launching in the fall of 2024

- Facilitating workshops and providing consultation to aid in the development of socially conscious and compassionate decision-making, business practices, culture, and creative development in the media, marketing, and tech spaces.

Barista

Land of a Thousand Hills, Atlanta, GA | November 2023 - Present

Digital Brand Strategist

Manic Theory, St Petersburg, Florida | December 2015 - November 2023

- Revitalizing grassroots organization brand, resulting in a modernized visual identity and a 35% increase in community engagement.
- Product launch for socially conscious start-up, emphasizing ethical sourcing, resulting in positive media coverage and a 16% boost in initial sales.
- Applying insights to resonate with diverse audiences by leveraging inclusive data-driven strategies, achieving a 20% improvement in click-through rates across digital platforms.

Social Media Marketing Intern

Hype Group, St Petersburg, Florida | July 2019 - August 2019

- Actively contributed to social media marketing campaigns, amplifying brand awareness by 30% and customer engagement 23%.
- Implemented creative content strategies that resulted in a 20% growth in customer conversions during the internship period.

Barista Trainer & Social Media Manager

Starbucks, multiple locations in Illinois and Florida | October 2011 - January 2017

- Elevated in-store and online promotions through social media, contributing to a 25% increase in in-store sales during unique sales events.
- Maintained excellent customer relations and upselling skills, consistently exceeding sales quotas during regional events.

Shift Supervisor

Elijah's Coffee, Elmhurst, IL | September 2009 - October 2011