

SAMANTHA ROBYN NORRAH

Philosopher & Creative Ally



ABOUT HER/THEM

Creative collaborator, coach, and consultant with seven years of experience freelancing alongside artists and entrepreneurs in marginalized spaces. Committed to media and tech ethics for responsible and inclusive digital communication. Explorer of social and cognitive identity, shaping intentional narratives to promote 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

Figma

Google Business Suite

Microsoft Office Suite

Project Management Tools

Social Media Management Tools

CERTIFICATIONS

Tech Stewardship Practice Program
Foundations of Humane Technology

PROFESSIONAL EXPERIENCE

Digital Ethics Strategist

Sense Method, Atlanta, Georgia | April 2024 - Present

- Provide one-on-one coaching to individuals and teams, guiding them in ethical decision-making and creative processes and fostering a culture of inclusivity and connectedness within their organizations.
- Utilize expertise in systemic analysis to identify and critique subliminal messaging within media and copy; guiding tech, marketing, and media teams in developing more intentional and uplifting works.
- Delivering engaging workshops and seminars on digital ethics, drawing upon background in philosophy and digital audiences to facilitate thought-provoking discussions and critical reflections on modern-day dilemmas.

Digital Marketing Specialist

Manic Theory, St Petersburg, Florida | December 2015 - 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 15% 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 25%.
- 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 | 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.