

SAM BRINK

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Creative Producer & Digital Marketing Leader with an expertise in content production, brand development, and full-funnel advertising. Adept at leading cross-functional teams, scaling social and podcast impressions, and executing high-impact campaigns across all platforms. Driven by blending creativity with strategic thinking and building meaningful relationships with talent, brands, and internal teams. Successfully managed \$1M+ in annual ad spend while overseeing up to 115 advertising accounts simultaneously. Experienced in ideating, pitching, producing, and editing content with A-list athletes and influencers including Andre Iguodala, Evan Turner, Lou Williams, Kyle Kuzma, and Derrick White.

EDUCATION

2018 - 2021

UNIVERSITY OF WISCONSIN-
LA CROSSE

Bachelor of Science -

Communications Media Studies

3.9 GPA

Lambda Pi Eta (Communications
Honors Society)

AREAS OF EXPERTISE

- Team Management
- Production Management
- Coordinating and Managing Athletes
- Project Coordination
- Content Creation
- Organic/Paid Media Advertising
- Organic/Paid Social Media Management
- Graphic Design
- Videography & Photography
- Critical Thinking
- Video Editing
- Digital Curation

EXPERIENCE SUMMARY

Kicks Media - Chicago, IL

2020 - 2021 & 2023 - PRESENT

Director of Operations

Social Media Specialist

- Oversaw cross-functional production team comprising editors, voiceover artists, graphic designers, and social media managers to ensure streamlined operations and high-output content delivery.
- Rapidly promoted from Social Media Specialist to Chief Operating Officer, reflecting strong performance and leadership across content, partnerships, and production.
- Spearheaded production and programming for 7 ongoing Snapchat series, achieving over 4M monthly impressions and \$30K+ in monthly ad revenue through optimized performance strategies.
- Strategized, edited, and distributed content for Point Forward with Andre Iguodala & Evan Turner and The Underground Lounge with Lou Williams; successfully doubled overall podcast impressions within two months.
- Orchestrated and helped to close strategic brand partnerships for KICKS, including Stake, Kudo, Celsius, FashionNova, Underdog Fantasy and MyBookie; developed detailed post-campaign case studies to highlight ROI and audience engagement.
- Executive produced Degenerate Messages, a flagship YouTube show; launched pilot episode featuring Derrick White, resulting in 10M+ impressions across all platforms.
- Collaborated on high-profile podcast development pitches featuring NBA talent such as Derrick Rose, Tony Allen, Derrick White, Kyle Kuzma, and Cam Johnson, securing early-stage interest and buy-in.
- Designed and pitched branded sponsorship decks for Kyle Kuzma's Annual Summer League Party, securing interest from top-tier lifestyle and sports brands.

O'Rourke Media Group - Remote

2021 - 2023

Digital Media Specialist

- Simultaneously managed up to 45 active advertising accounts and 70+ advertisers across proprietary in-network news sites in Arizona, Wisconsin, Minnesota, and Vermont.
- Oversaw monthly ad spend ranging from \$75,000-\$125,000, with annual campaign budgets totaling \$1M-\$1.5M, ensuring efficient allocation and performance optimization across platforms while maintaining and optimizing CPMs.
- Executed and optimized multi-platform ad campaigns across Facebook, Google (GDN, SEM, YouTube), Microsoft Ads, TikTok, CTV & Geofencing (Groundtruth), SEO, and Birdeye (Google Review Hub).
- Leveraged Google Analytics (UTM parameters) and Google Tag Manager (GTM) for advanced tracking, data attribution, and campaign performance analysis.
- Developed and implemented pixel strategies (Facebook & TikTok) to build custom audiences, enhance retargeting efforts, and increase lead generation and conversion rates.

FREELANCE WORK

- Collaborated on a full-scale brand pitch for digital creator Anwar Jibawi, contributing to strategy and execution that supported the successful acquisition of new brand partnerships.
- Designed both organic content and paid advertising assets for Mahana Fresh, driving increased social engagement and improving brand visibility across digital platforms.
- Assisted with talent acquisition strategy for LAMF Sports, supporting agency efforts to recruit elite high school basketball prospect Isiah Collier through tailored pitch materials and market research.

O'Rourke Media Group (continued)

- Led video production across all regional markets; produced and edited 50+ videos for use across TikTok, YouTube, CTV, and Facebook, utilizing Adobe Premiere Pro and Canva.
- Applied SEO best practices to support organic growth initiatives and ensure on-page optimization aligned with paid media strategies.
- Delivered measurable ROI to every managed advertiser by pairing compelling creative assets with data-driven targeting and continual campaign refinement.

WAOW - Wausau, WI

2019 - 2020

Social Media Director

Social Media Intern

- Promoted from Social Media Intern to Social Media Director upon completion of the previous director's contract, based on exceptional performance and digital strategy insight.
- Managed real-time content delivery across digital platforms, including hourly Facebook updates, breaking news feeds, and push notifications via the WAOW mobile app to engage and inform local audiences.
- Livestreamed live ABC News coverage, ensuring high-quality, timely digital broadcasting aligned with network standards.
- Curated and scheduled digital content tailored to key audience demographics, enhancing viewer retention and cross-platform engagement.
- Collaborated with reporters in the field and studio, supporting video production through filming, interviewing, and post-production editing to ensure polished final segments.
- Gained extensive hands-on experience with professional-grade production equipment, including cameras, lighting rigs, and audio tools, contributing to broadcast-quality content creation.