

SAMANTHA BUTTIGIEG

- MARKETING, EVENTS & PARTNERSHIPS PROFESSIONAL -



0413 906 139



sammyfb@gmail.com



Melbourne, VIC 3037
Australia



sammyfb.com

” Sam is a Picturehouse legend, known for her boundless optimism, enthusiasm, and attention to detail. She's always keen to step up for a challenge, and constantly looking for ways to innovate and improve. Sam's able to grasp complex tasks and workloads with ease, and is always eager to help out others. She will be very missed at Picturehouse, but whoever employs her will be very lucky to have her.

— Simon Ragoonanan, *Digital Marketing Manager, Picturehouse*

HIGHLIGHTS

★ GREEN STRATEGY

// MARKETING [PH]

Played a vital role in developing the look & feel, ensuring it was accessible & inclusive for the Picturehouse customer.

★ SUNDANCE FILM FESTIVAL: LONDON

// MARKETING [PH]

- 2023 VIP gift bags & Industry Brunch table decor
- 2022 UK Shorts guest liaison
- 2021 Comp ticket project manager for press, industry & guest list

★ NATIONAL PARTNERS (MEMBERSHIP SCHEME)

// MARKETING [PH]

Nurtured and grew our national partner offers and relationships.

CAREER

MARKETING & SUBMISSIONS COORDINATOR

10/2023—01/2024 // KYRIACOU ARCHITECTS

Industry: Architecture

- Worked on winning tender submissions and capability statements.
- Writing and editing copy.
- Social Media Marketing
- Improved Workplace Culture
- Brand management and evolution strategy

MARKETING EXECUTIVE & WEBSITE EDITOR

01/2022—09/2023 // PICTUREHOUSE, HEAD OFFICE ['PH']

Industry: Film exhibition, distribution & home entertainment

- Managed a website that saw over one million visits per month (more visits than any other UK cinema website). Managing microsites and content for PH (28 cinemas) using a bespoke CMS.
- Trained staff on website & CMS use.
- Developed and maintained relationships with national partners, brands and film distributors.
- Website testing, development and troubleshooting. With a key focus on UX and UI.
- Project management

COPYWRITER & IMAGE RESIZER

2019—22 // SOURCE LIFESTYLE

Industry: Boutique fashion and lifestyle

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HIGHLIGHTS

★ WRAPPING STATION FOR CHARITY

// MARKETING [PH]

Set up a yearly Festive Wrapping Station whilst working at the PH head office. Wrapping gifts & readily available wrapping materials in exchange for donations.

★ CRAFTING

// MARKETING [PH]

Became known for crafting and gifting skills. Colleagues and senior management would make requests or onboard onto projects & events.

★ KIDS' CLUB

// COORDINATOR [SPH]

Developed local marketing strategy and print assets to grow the Kids' Club audience. As a result, the birthday parties became fully booked months in advance. I was awarded a pay rise.

CAREER

MARKETING & SPONSORSHIP EXECUTIVE

10/2019—12/2021 // PH

Industry: Film exhibition, distribution & home entertainment

- Created and formatted blog posts to promote films, and events and to adhere to brand guidelines.
- Website testing, development and troubleshooting.
- Writing, proofing and editing copy for website and email, using best practices, including SEO.
- Communicating with film distributors and sponsors.
- Developing/maintaining relationships with national partners, brands & distributors
- Project management

WEBSITE TESTER & CONTENT MIGRATOR

03/2019—10/2019 // PH

- Onboarded to assist with the launch of the new PH website, including the testing and migration of content.
- Writing new and editing existing copy.
- Produced a CMS manual and cheat sheets.

CINEMA MARKETING MANAGER

04/2013—03/2019 // STRATFORD PICTUREHOUSE ['SPH']

Industry: Cinema, film, hospitality, events

- Promoted films and events to the local community
- Write, edit and proof copy for emails to the cinema database, created and proofed local listings and leaflets.
- Local outreach to customers and organisations.
- Acquired and managed local partnerships for promotion and paid membership scheme offers.

ANIME REVIEWER & SECTION EDITOR

11/2012—07/2015 // SCI-FI-LONDON

Industry: London-based Science Fiction film festival

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EDUCATION

BSC (HONS) MULTIMEDIA TECHNOLOGY & DESIGN

2004—2008 // BRUNEL UNI

A-LEVELS

2002—2004 // ST ANGELA'S &
ST BONAVENTURE'S SIXTH FORM

Media Studies

Product Design with Graphics

Computing

General Studies

CAREER

PR & MARKETING STRATEGIST / COPYWRITER

04—07/2012 // LOVE THROUGH DESIGN & CLOOCI, INTERNSHIP

Industry: Merchandise production for charity causes and e-commerce website.

COPYWRITER & MARKETING ASSISTANT

05—08/2010 // BLACK TOMATO ['BT'], INTERNSHIP

Industry: Boutique travel brand

KIDS' CLUB COORDINATOR

11/2008—10/2010 // SPH

Coordinated, marketed, promoted and hosted Kids' Club, activities and birthday parties. Awarded a pay rise due to performance.

AWARDS

★ **JANUARY 2019**
Marketing Award
Given by Picturehouse

★ **SEPTEMBER 2015**
Best Email Marketing
Given by Picturehouse

SKILLS & EXPERIENCE

Copy-Editing

HTML

Google Workspace

InDesign

Events

UX

Proofreading

Email Marketing

EDMs

Project Management

SEO

Photoshop

Canva

Microsoft Suite

Attention to detail

Adobe Creative Suite

Illustrator

CMS

B2B & B2C

REFERENCES UPON REQUEST