

I AM AN AUSTRALIAN CITIZEN

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

Tools: Canva, InDesign, Photoshop, Wix, Dropbox, Microsoft 365, LinkedIn, Google Analytics

- Tender submissions and capability statements. Won 66.6% of tender submissions.
- Copywriting & social media marketing
- Improved workplace culture by actively engaging with architects and organising social and lunch events.
- Brand management and evolution strategy.

PICTUREHOUSE CINEMAS

Industry: Film Exhibition, distribution & home ent.

Tools: Semrush, Hotjar, Hootsuite, bestpoke CMS, Movio, Google Analytics, Photoshop, Illustrator, Pixlr, Google Workspace, Eventbrite, Vista, Trello, Slack, Basecamp, Zendesk, Jira, Notion

MARKETING EXECUTIVE & WEBSITE EDITOR

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

MARKETING & SPONSORSHIP EXECUTIVE

10/2019—12/2021 // PH

WEBSITE TESTER & CONTENT MIGRATOR

03/2019—10/2019 // PH

CINEMA MARKETING MANAGER

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

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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

KIDS' CLUB COORDINATOR

11/2008—10/2010 // SPH

- Assisted with the launch of the new PH website, including the testing and migration of content. Launch: 2019. Awarded promotion.
- Went on to manage the PH website, micro-sites and content for all cinemas (cur. 28) using bespoke CMS.
- The new website received over one million visits per month — more visits than any other UK cinema website.
- Post-launch: Website testing, development, A/B testing and troubleshooting. With a key focus on UX and UI.
- Created, formatted and edited blog posts, landing pages and website campaigns, whilst adhering to brand guidelines.
- Wrote, proofed and editing copy for website, weekly newsletters and EDMs (above average CTR), using best practices, inc. SEO.
- Acquired and managed local and national partnerships for promotions and paid membership scheme. Most successful was the Japan Centre Group, which has been in place for 10 years.
- Played a key role in adding value to the membership scheme, whilst increasing audience engagement and retention. Post-lockdown Member benefits were a contributing factor in building back database to pre-covid numbers.
- After my departure from the company, PH restructured my role into two full-time positions—1) Partnerships and 2) Digital Marketing/Website—after I demonstrated its potential.
- Promoted films, events and festivals to local and national audiences, this included niche events and screenings. Increased ticket sales.
- Wrote, edited and proofed copy for emails to the cinema database, created and proofed local listings and leaflets with high accuracy.
- Coordinated, marketed, promoted and hosted Kids' Club, activities and parties at SPH. Party bookings increased by 300%. Kids' Club attendance increased 25%. Awarded pay rise due to performance.
- Engaged local student audience, which saw the SPH student database increase by 20% and exclusive screenings sold out. SPH ranked highest of all PH Cinemas for student engagement.

COPYWRITER & IMAGE RESIZER

2019—22 // SOURCE LIFESTYLE

Industry: Boutique fashion and lifestyle

Tools: WordPress, Pixlr

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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

AWARDS

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

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

REFERENCES UPON REQUEST

CAREER

ANIME REVIEWER & SECTION EDITOR

11/2012—07/2015 // SCI-FI-LONDON

Industry: London-based Science Fiction film festival

Tools: WordPress

PR & MARKETING STRATEGIST / COPYWRITER

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

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

Tools: Mailchimp, WordPress, Facebook, Instagram

COPYWRITER & MARKETING ASSISTANT

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

Industry: Leading luxury travel

Tools: WordPress, Mailchimp, Facebook, Instagram

SKILLS & EXPERIENCE

Copy-Editing

HTML

Google Workspace

InDesign

Events

UX

Proofreading

Email Marketing

EDMs

Project Management

SEO

Photoshop

Canva

Microsoft 365

Attention to detail

Adobe Creative Suite

Illustrator

CMS

B2B & B2C