



SAM WILEY

EDUCATION

NORTHERN ARIZONA UNIVERSITY – Flagstaff, AZ **ADVANCED DEGREE (BS)** – 2005

BACHELOR BUSINESS Concentration International Studies

PROFESSIONAL EXPERIENCE

MARKETING MANAGER

AUGUST 2009 – DECEMBER 2020

- 12 years of content writing, creative writing, contract writing, proposal writing as a Creative Director.
- Advanced MS Office (Word, Excel, Power Point, Adobe) Quick Books, MAC, PC.
- Responsible for creative coordination of marketing campaigns.
- Oversaw and managed engineers & graphic designers for Website, Promotional Material and Social Media Campaigns.
- Responsible for writing press releases and media relations.
- Negotiated and wrote all contracts to obtain sponsors and artists on roster.
- Served as the booking agent and coordinator for all events, venues and national music festivals.
- Music licensing for record label successfully landing placements with Disney, X Games, Showtime, etc.
- Served as the tour manager for multiple artist groups.
- Responsible for complex artist marketing and band development.
- Negotiated fees, rates, usages, dates and contractual agreements and riders on behalf of bands and artists.
- Strong relationships with multiple vendors and bands within the music industry, including venues and music festivals.
- Assisted in complex negotiations between talent buyers and executive agents.
- Planned and coordinated all PR, radio and television events for several bands and artists.
- Responsible for scheduling and collecting all payment on shows, events, and festivals.
- Built positive and lucrative relationships with labels, promoters, tour managers, artist managers, venues and radio personalities.
- In charge of all social media including but not limited to Facebook, Twitter, Instagram and Youtube.
- Creative director of photo shoots and music video production.
- Consulted and networked with hundreds of concert and music venues for over the past 10 years.
- Overall excellent knowledge of artist management services, licensing, marketing, distribution and publicity within the music industry.

BORDERLAND EXPORT August 2005 – December 2020

VICE PRESIDENT AND VP OF SALES MANAGEMENT

Achieved large sales growth in the United States, Latin America (Mexico, Central America, South America and the Caribbean Region) by conducting and receiving sales calls and emails to promote, provide service and sell industrial equipment and after sales to existing and future customers in the Construction Equipment Industry.



- Responsible for the maintenance and growth of extensive distributor networks throughout the United States, Mexico, Central America, South America and the Caribbean region.
- Represented over 10 companies and helped distributed products to over 120 dealers and distributors throughout the region.
- Generated over 24 Million in sales between 2009 and 2017.
- Coordination of Website Maintenance, Social Media and Email Blast Campaigns/News Letters.
- Created Vendor Proposals and Presentations for assigning dealers and distributors throughout country, city or territory.
- In charge of all preparation of quotations, preparation of invoices, customer purchase orders, prepared and submitted vendor purchase orders, coordinated shipment and export documentation.
- Created large scale sales strategy which increased revenue and market share in United States and Latin America.
- Head of Research development creating advanced extensive data base per country.
- Collect sales payments and monitor credit performance.
- Head director of 2-3 trade shows per year for 12 years providing vendor assistance for the United States, Latin American and Caribbean visitors in product presentations and sales.
- Execute all product training to customer base overall increasing revenue for Borderland.
- Highly involved in helping Latin American customers obtain new product lines for representation and growth.
- Administer all vendor warranty for all customers.
- Extensive travel experience throughout the United States and Latin America.
- Generated interest from vendors by conveying key product benefits and attentively listening to customers and being responsive to their needs.
- Increased organizational sales by analyzing market trends to slash costs and increase profit margins.
- Excellent rapport with USA manufactures to help develop and increase overall sales for all companies involved.