



Sammi Barber

Social Media Manager

Phone

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Email

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Location

TORONTO

Profile

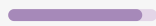
I develop compelling solutions using a consultative, persuasive approach.

Personal areas of specialization include; Outreach, Development, Partnership Strategy, Affiliate Agreements.

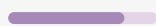
Over 10 years of experience working across digital & social media within the entertainment industry.

Skills

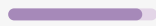
Story Telling



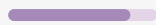
Digital Marketing



Social Media



Partner Agreements



Efficient In



Sprout Social, Adobe Premiere Final Draft, Photoshop Lightroom, Google Docs Office , Zoom

Education

Niagara College

Acting For Film And Television- Diploma
Graduated with honours

Related



Content Creator

@Sammibarber 28k
83% Repeat



Actress

Film, Tv, Commercial
01 Artists Visa USA

Experience

Associate Producer

2016 - 2019

American Beauty Star | Lifetime Network

- Assisted in development and production of Network TV competition based reality series, working with key stakeholders to execute and balance project needs with budget, workload and priorities.
- Conceptualized and creatively incorporated sponsored products into mini competitions in the series known as “challenges” / supervised execution.
- Managed executive department communication effectively establishing team work, commitment and collaboration across departments with varying priorities.
- Appointed as set liaison to celebrity guests, VIP clients and sponsors.

Social Media Manager

2017 - 2019

American Beauty Star | USA

- Organically grew over 50k Instagram following, publishing top ranked content & captions that increased shares more than 100%.
- Managed social media production schedules while actively monitoring engagement rates and tracking execution of advertising.
- Directed campaigns that created a 61% increase in overall engagement.
- Sourced and maintained relationships while negotiating a list of deliverables with influencers and agents.
- Produced scripted, interview style, candid and BTS content for social media accounts.
- Executed effective giveaways with top sponsors, including; Revlon, Orally and Glamcor).

Production Consultant

2015 - 2021

Herrick Entertainment | Contract

- Developed and reformatted desirable projects acquired for financier after sourcing annually at international festivals, markets and conferences by curating business partnerships and maintaining beneficial relationships.
(MIP COMME, NATPE, AFM, CANNES, SXSW, SUNDANCE, TIFF)
- Provided clients with detailed coverage, recommendations and extensive support on scripts and projects.
- Hosted executive meetings and focus groups, adding creative contributions and forward thinking ideas.

Producer / Director

2012 - 2022

Independent- 2016-2022

Kaspi 2012-2015

Crowned Talent Productions 2013-2016

- Oversaw all inatives through execution for every stage of production.
- Guided on camera talent of different age brackets by communicating efficiently.

[Portfolio Link](#)