

# SAMI GOMEZ

To  
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 [My Resume](#)

**MY SEPHORA IDEAS**

To whom this may concern,

I'm Sami, a digital marketer and graphic designer with an emphasis in the beauty industry.

I have spearheaded and successfully executed Influencer Marketing TikTok and Instagram Campaigns, some **increasing engagement by 46%**, strategized, wrote copy and designed Instagram posts that **outperformed the prior by 250%**, worked on **Paid Ad strategy** and design, and have worked a lot on the e-commerce side of beauty between **DTC email strategy/design**, product imagery, and strict brand guidelines.

With about 5 years of B2C, B2B, and DTC digital marketing, I've strategized and designed for agencies, a print shop, beauty brands such as Boxy Charm and IPSY, an influencer marketing tech platform, non-profits, and a university.

I have been able to learn the ins and outs of what well-performing and high converting digital marketing encompasses, but more importantly the WHY behind it. Between the use of tone in the copy, the angle used, the way the design is structured, the timing of each drop, it all comes down to telling the story in a way that resonates with your audience, staying true to brand values while getting the messaging across.

I am very dedicated to my career in the beauty industry. I devote a lot of my free time to creating digital marketing assets for beauty brands I love. I even created and planned an entire Beauty Experiential Marketing Campaign into a lengthy deck!

I'm very much a self-starter. I always want to get better at what I love, so I read, listen to podcasts, take online courses, ask questions, and have developed a portfolio of leadership skills that I am able to apply to any position. I've created a delegation process I use when leading a team, effectively give positive and negative feedback, manage my time very well using different project management tools, and collaborate very efficiently with others in a remote environment.

I value organization. In my current role, I created a 360 Monthly Marketing deck that has helped me identify what each department will be working on— plan ahead to what designs are needed. This allowed me to see where there is potential collaboration for something new we didn't realize we had time for and to get timelines started up for future projects.

I am confident that I will prove to be a great asset to your company. I am available at your convenience and hope to hear back from you soon.

Thank you for your consideration.

Sincerely,  
Sami Gomez