

# Samuel Teller

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## PROFESSIONAL SUMMARY

Social-first marketing professional with experience across content strategy, production, paid media, and cross-functional campaign execution in endurance and outdoor-adjacent brands. Currently supports Crimson Athletics with audience-specific campaigns (static, video, live events) grounded in athletic strategy, sales insight, and brand voice. Background includes contract brand content leadership (Tinman Elite), Meta and Google paid social in specialty retail, and hands-on video production for digital and live audiences. Combines cultural fluency in sport and lifestyle with operational rigor—calendars, briefs, reporting, and performance optimization.

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## CORE SKILLS

**Strategy & execution:** Social content strategy · Platform-native storytelling (Instagram, TikTok, short-form video) · Editorial/campaign calendars · Creative briefing & review · Cross-functional collaboration · Audience insight → creative briefs · Live and webinar programming

**Performance:** Paid + organic integration · Campaign analysis & optimization · Lead/revenue attribution · A/B testing · SEO (supporting)

**Production:** Concept → shoot → edit → delivery · Interview and documentary-style content · Graphics/motion for live and digital

**Tools:** Meta Ads Manager · Google Ads · Adobe Marketo · Webflow · Thirdshelf · Salesforce · Adobe Creative Suite (Premiere, Photoshop, Lightroom, After Effects – as applicable) · Microsoft Office / Excel

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## PROFESSIONAL EXPERIENCE

### Crimson Education - Crimson Athletics

April 2024 - Present

#### Assistant Marketing Manager (formerly Athletic Strategist / SDR)

- Lead and support marketing campaigns for diverse target audiences and markets, using strategist, SDR, and athlete experience to keep messaging personable, relevant, and on-brand.
- Develop and launch social content (static posts and short-form video) plus live online events that support awareness, engagement, and pipeline goals.
- Partner with marketing, strategy, and sales to align campaign creative with customer needs and refine messaging based on performance and feedback.
- Represent Crimson Athletics through webinars and live programming to grow brand awareness and lead generation.
- Collaborate on Marketo programs and nurture flows; maintain reporting discipline in Salesforce and Excel to support weekly reviews and conversion tracking.
- Generated \$270K+ in new revenue (10%+ of team total) in a target-driven environment, demonstrating commercial accountability alongside creative work.

### Tinman Elite

January 2023 - December 2023

#### Assistant Brand Manager (Contract)

- Produced and managed short films, reels, podcasts, and social content to grow viewership, meet partner requirements, and strengthen brand value.
- Owned projects end-to-end from concept through release in a fast-paced environment with multiple creatives and stakeholders.
- Coordinated athletes, creatives, and sponsors to deliver story-led campaigns aligned with performance and partnership objectives.

**Full Cycle and Colorado Multisport****May 2023 - May 2024****Sales Manager**

- Oversaw marketing and community engagement, including paid social, organic posts, and local events to drive customer acquisition and retention.
- Built and managed Meta and Google Ads campaigns; tracked leads, progression, and revenue tied to campaigns to inform targeting and creative priorities.
- Partnered with ownership and marketing leadership on market trends, seasonal priorities, and messaging to support profitability goals.
- Led hiring, scheduling, and team development for 20+ employees in a high-traffic specialty retail environment.

**Olentangy Local School District****March 2020 - March 2021****IT Communications, Project Lead**

- Created, produced, and edited instructional and event video for distance learning and live-streamed athletics.
- Produced graphics and 3D animation for live broadcasts; managed timelines and deliverables across concurrent projects.

**On & Offroad Triathlon****2022 - Present****Professional Athlete**

- Negotiated commercial sponsorship agreements with product and brand partners.
- Collaborated with marketing teams to drive social media activations and audience growth.
- Balanced elite training schedule while working full time, demonstrating discipline and high-performance execution.

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## EARLIER EXPERIENCE & EDUCATION

**University of Virginia** – UVATFCC Social Media Intern · 2016 – 2020

- Created an athlete interview series for track & field social channels to highlight individuals and grow team engagement.

**University of Virginia** · Charlottesville, VA · 2016 – 2020

- B.A., Environmental Science
- Four-year varsity Cross Country / Track & Field
- Athletic Academic Honor Roll (2017–2020)