

# Samantha Oughtred

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## Profile

Marketing & Public Relations, Recruitment & Human Resources, Procurement, Start-ups & Sales.

## Experience

### Owner, Lead Designer – SAM+PR (formerly CardSastic)

September 2015 – Present

- Created company for the purpose of Marketing and Public Relations with a focus on branding and web design
- Develops business solutions through customized PDF and webforms
- Create websites for new startups and non-profits
- Maintain company and organization websites with routine maintenance and updates
- Train clients to maintain and upkeep personal websites
- Create content and upkeep of client social media accounts
- Design promotional media for events and fundraisers
- Produce video promotions for social media advertising

### Director of Development – Arrhythmia Alliance

December 2020 – January 2022

- Develop and implement a heart health education program
- Collaborate with community organizations and individuals to develop and implement heart health education programs
- Oversee work of the Marketing and Communications team
- Identify target communities to increase arrhythmia awareness and education
- Connect with local and national physicians regarding Arrhythmia Alliance (A-A) services
- Build and maintain relationships with a range of stakeholders including patients, caregivers, medical professionals and donors
- Recruit arrhythmia patients and caregivers to become advocates and volunteers for the organization
- Identify patients and caregivers to grow our patient database
- Identify gaps in patient information and develop current and future resources to reflect current guidelines and medical advances
- Manage resources; ensuring they are up to date – print and digital
- Manage community programs and campaigns and educational events
- Identify grant opportunities; secure funding
- Provide support, information, education and awareness for arrhythmia patients; answering inquiries in a empathetic, informative and supportive manner, while demonstrating confidentiality and sensitivity
- Organize, plan and host patient focused events, as well as annual charity events including Patients Day, World Heart Rhythm Week and Global AF Aware Week (virtual and physical); liaise with UK Patient Services Team
- Encourage the development of patient support groups – national, local and virtual
- Develop and maintain a volunteer and internship program

### Staffing Consultant – Atkinson Consulting

August 2018 – December 2019

- Managed company's website
- Created and managed processes for weekly time and expense reporting
- Facilitated direction to candidates navigating through onboarding and vetting processes
- Served as the main point of contact for contractors deployed to aid in the rebuild of federally declared disasters.
- Assisted with the creation and maintenance of database with over 1500 candidates
- Created marketing and retention plans to recruit and retain candidates
- Maintained the company's roster of over 200 vetted contractors

### Advocacy Coordinator – Savannah Chatham Court Appointed Special Advocates

June 2017 – September 2018

- Recruited, interviewed, screened, and trained over 80 volunteers from the community to become advocates for abused and neglected children

- Developed recruitment and retention plan of volunteers with a goal to serve 100% of foster in Chatham County children by 2020.
- Conducted thorough audit of current and past volunteer files
- Organized volunteer files and built a database to track volunteer documents, caseloads, length of service, continuing education, and reasons for leaving the organization.
- Conducted annual reviews for each volunteer
- Conducted exit interviews for those leaving the organization
- Designed, rebuilt, and maintained organization website and fundraising sites
- Create and provide each volunteer a secure email address for the purpose of sending confidential documents
- Create personalized business cards for each volunteer
- Create logos and publications for events, fundraisers, and program initiatives
- Maintain organization social media accounts
- Created and maintain database to track past and current volunteers and track activity with recruitment strategies
- Developed Training videos utilized in volunteer Pre-Service Training

**Co-Founder & Co-Executive Director - Solomon Family Solutions**

**September 2015-April 2017**

- Co-Founded grassroots organization with the purpose of filling unmet needs by providing court services for the underserved, low-income families and at-risk youth in crisis in the counties of Bradley, Polk, Monroe, McMinn, and Hamilton in Southeast Tennessee
- Recruited and retained a Board of Directors from diverse backgrounds representing varied populace of the region and lead monthly board meetings
- Established community partnerships and working relationships with various local organizations, businesses, and colleagues
- Crafted ancillary programs to enrich and enhance services provided by the organization
- Prepared and organized material and documentation for licensure of state mandated services
- Obtained Child Placement Agency licensure with the State of Tennessee in which to complete home studies for Pro Se and Private Adoption
- Upheld fiscal responsibilities for the organization through creation of annual and event budgets, grant research, writing, and reporting, fundraising, negotiation of leases and rental agreements, bookkeeping, data management and presentation of financial matters to the Board of Directors
- Organized, maintained, and created secure online databases for client, employee, and volunteer files as an instrument to measure demographics and outcome indicators Generated and organized a donor/contributor database and mailing list
- Built and maintained organization's website and event pages
- Created, planned, promoted, and executed several successful fundraising events and appeals
- Composed and organized staff training manual
- Crafted logo, branding, and design of all digital and print media including brochures and client and program intake forms
- Created client, student, and mentor surveys to measure outcome indicators

**Director of Youth Advocacy & Office Administrator-CASA of Bradley County**

**September 2014-September 2015**

- Recruited and retained volunteers and board members from the community
- Assisted the Executive Director with review and assignment of cases to volunteers
- Organized and maintained a case files and database of over 250 active case files and several hundred inactive cases
- Maintained general bookkeeping and payroll utilizing QuickBooks
- Assisted the Executive Director with grant research, reporting, and audits
- Accompanied Executive Director to court and assisted with the client intake process
- Assisted the Executive Director with the planning and execution of fundraising events
- Created and maintained database from surveys of older youth to measure outcome indicators for the creation of peer-mentor program
- Created and maintained organization website and social media accounts
- Structured the Fostering Futures Program for our organization to recruit and train new and existing volunteers to become advocates for youth aging out of the Foster Care System.

**Co-Owner and Managing Editor - Southeast Tennessee Crossroads Publication**

**June 2014 - April 2015**

- Established and ran monthly publication featuring community events, music, restaurants, and highlighting regional outdoor activities
- Created custom advertisements for clientele

- Wrote editorials featuring local events and businesses
- Edited articles from contributing authors
- Maintained the publication's website and social media accounts

## Education

**Ashford University - GPA 3.92 4**

Bachelors in Marketing and Public Relations

**August 2018- September 2020**

**Chattanooga State Community College – GPA 4.0**

Media Technologies with concentration in Journalism, Website Development, and Graphic Design

**August 2012-May 2014**

**University of Tennessee at Chattanooga**

Studied Graphic Design

**August 2001-May 2002**

## Skills

- Skilled in Microsoft Word, Excel, PowerPoint, and Outlook
- Knowledgeable in G Suite, Google Grants, and Google Ads
- Highly experienced with Adobe Illustrator, Photoshop, InDesign, Acrobat, and Premier Pro
- Proficient in Blackbaud, OnePage, Green Rope, and HubSpot Client Resource Management Software
- Well-versed in web design and maintenance with WordPress
- Fundamental knowledge in HTML and CSS web coding and design
- Experienced and well-versed in QuickBooks Accounting Software
- Strong communicative and public speaking skills
- Personable
- Adaptable
- Creative
- Self- Motivated
- Highly organized
- Excellent time management skills

## References

Lainie Jenkins, Program Director

TLC Children's Services

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