

# Chief Marketing Officer

# Samantha Rivera

## Professional summary

Visionary Chief Marketing Officer with years of success driving brand growth and expanding market share in competitive consumer goods sectors. Skilled in integrated marketing strategies, digital innovation, and leveraging data analytics to maximize ROI and customer engagement.

## Experience

### Chief Marketing Officer

May 2017 - Now

FreshFoods Inc. / Chicago, IL

- Launched a comprehensive brand repositioning campaign, increasing market share by 15% within two years.
- Execute an omni-channel marketing approach integrating social media, influencer partnerships, and experiential events.
- Manage a \$50M marketing budget with an emphasis on data-driven campaign optimization.
- Built and led a high-performing marketing team of 30 professionals focused on innovation and results.

### Marketing Director

January 2013 - April 2017

GreenEarth Products / Chicago, IL

- Developed award-winning sustainable product campaigns driving 25% sales growth.
- Implemented customer segmentation analytics, enhancing targeting precision by 40%.
- Partnered with product teams to successfully launch five new SKUs on schedule and budget.


## Volunteering

### Marketing Volunteer


2018 - Now

Chicago Food Bank

- Design and implement social media campaigns that increased community engagement by 25%.
- Organize fundraising events that raised over \$100K annually to support local food programs.

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## Education

### MBA, Marketing

Northwestern University – Kellogg School of Management

2012

### Bachelor of Arts, Communications

University of Illinois


2008


## Professional Affiliations


- Member, American Marketing Association (AMA) — 2014 to Present
- Board Member, Chicago Women in Marketing — 2019 to Present


## Skills


Brand Strategy & Market Positioning 

Digital Marketing & Data Analytics 


Leadership & Talent Development 

Budget Oversight & ROI Optimization 

Customer Segmentation & CRM 

Influencer & Strategic Partnerships 

## Awards

 Marketing Excellence Award, FreshFoods Inc., 2021

 Sustainable Marketing Leadership, GreenEarth Products, 2016