

## Contact

319-360-5365 (Mobile)  
samantha.menefee@gmail.com

[www.linkedin.com/in/sammenefee](http://www.linkedin.com/in/sammenefee)  
(LinkedIn)

[www.samiscreative.com](http://www.samiscreative.com) (Portfolio)

[www.behance.net/](http://www.behance.net/)

[samanthamenefee](#) (Other)

## Top Skills

Logo Design

Layout

Advertising

## Certifications

Oracle Responsys Marketing  
Platform Cloud Service 2019  
Certified Implementation Specialist

## Honors-Awards

Star Award: Learn and Innovate

Star Award: Own It

Star Award: Own It

## Publications

Country Lifestyle

# Samantha Bral (Menefee)

Senior Team Lead, Campaign Services at Oracle

Iowa City-Cedar Rapids Area

## Experience

Oracle

5 years 4 months

Senior Team Lead, Campaign Services

May 2018 - Present (4 years 4 months)

Greater Chicago Area

- Co-Lead a team of eight US campaign specialists plus overseas specialists in providing top notch email marketing service for one of Oracle's biggest B2C services client
- Work in conjunction with Account Managers to provide accurate scoping for projects and resources.
- Consult with clients during onsite visits and conference calls to review projects, build a strong working relationship with team members, and update best practices
- Provide knowledge transfer of customer and team understanding of audience data

Senior Campaign Specialist

May 2017 - May 2018 (1 year 1 month)

Greater Chicago Area

- Assisted on several accounts, including Ascena, Abercrombie, DSW, JC Penny, and Starbucks, until I joined the Comcast account to take over the team lead position
- Built, tested, and deployed complex transactional and promotional emails
- Troubleshooted complex API driven campaigns using both XML/XSLT and JSON formats

Freelancer

Freelance Graphic Designer

May 2008 - Present (14 years 4 months)

SAN ANTONIO'S FINEST REALTY

May 2010 – Present | San Antonio, Texas

- Branding and identity of San Antonio real estate, Gulf coast real estate, commercial bureau, and luxury bureau including quarterly newsletters and promotional pieces

## TURNKEY VACATION RENTALS

October 2015 – October 2017 | Austin, Texas

- Design of promotional folder, various marketing collateral and website mock-up

## CU ENGAGE

October 2015 – August 2016 | Saint Petersburg, Florida

- Coding and design of promotional emails, design of marketing and trade-show marketing collateral

## CENTURY 21 RUPLE PROPERTIES

August 2010 – January 2012 | Boerne, Texas

- Design and layout of print and online promotional pieces, quarterly real estate magazine, and E-blast

## THE ALAMODOME

February 2009 – March 2009 | San Antonio, Texas

- Design and layout of 16 page booklet promoting the Alamodome, along with the Lila Cockrell Theatre and Municipal Arena as concert venues

## SAN ANTONIO SPORTS FOUNDATION

December 2008 | San Antonio, Texas

- Creative for poster, flyer/mailer ad, and website header for the Womens NCAA Division II Elite Eight Championship

August 2010 | San Antonio, Texas

- Design and layout of 25 year anniversary book for San Antonio Sports

## Sears Holdings Corporation

Senior Email Campaign Development Specialist

June 2014 - April 2017 (2 years 11 months)

Greater Chicago Area

## SENIOR EMAIL CAMPAIGN DEVELOPMENT SPECIALIST

December 2015 - Present

- Manage a team of three campaign specialists handling all of Sears Holdings triggered and transactional response campaign deployments
- Locate, interpret and eliminate gaps in efficiency or process by working with internal and external teams
- Train and mentor new employees on the Responsys Interact Platform

- Support ad hoc requests by investigating data processes and running queries to help find errors within a campaign

#### EMAIL CAMPAIGN DEVELOPMENT SPECIALIST

June 2014 – December 2015

- Develop custom functions to efficiently query data using Responsys Interact proprietary language and manipulate data using SQL
- Optimize design and mobile functionality with HTML/CSS
- Interpret objectives to develop complex and dynamic email campaigns using the Responsys Interact platform

#### Security Service Federal Credit Union

Graphic Designer

January 2013 - June 2014 (1 year 6 months)

- Develop consistent designs for a variety of communication materials throughout Texas, Colorado and Utah
- Design and develop responsive emails and ads for various electronic media
- Create and design internal solutions for programs such as wellness and fitness events, charity functions, sports marketing, and recruitment
- Prepare and present campaigns for approval with the Credit Union's lines of business and executive management

#### San Antonio Express-News

Marketing Artist

March 2011 - December 2012 (1 year 10 months)

- Art director for HealthyLife, a monthly section published in the San Antonio Express-News
- Provide strong creative conceptual designs for newspaper, direct mail, digital media, and niche publications
- Support the sales team with innovative print and digital spec layouts.
- Design in-house marketing material

#### Blue Sky Publications

Art Director/Graphic Designer

July 2009 - January 2011 (1 year 7 months)

Boerne, Texas

- Art Director of Country Lifestyle magazine and manager of online content
- Maintained creative and consistent graphics under tight deadlines for web and print

- Production of Texas Hills Real Estate Guide along with other local real estate guides
- Designed new ads along with spec ads for clients

### SeaWorld San Antonio

#### Seasonal Graphic Designer

September 2008 - June 2009 (10 months)

- Met with each department to discuss and organize in-house design projects and increase in-house productivity
- Conceptualized and executed ideas for new park signage throughout the park
- Design and rehab of sets, props and signs throughout the park

### World Entertainment Services

#### Professional Waterskier

February 2006 - August 2008 (2 years 7 months)

- Used professional skills as a water skier to entertain an audience
- Responsible for the quality of the show due to my skiing abilities
- Showed professionalism and dedication to my team members

### Meredith

#### Interactive Media Generalist

September 2007 - May 2008 (9 months)

- Updated and maintain company websites
- Designed banner ads for multiple websites
- Created and updated Flash banner Ads

---

## Education

### Drake University

Bachelor of Art, Graphic Design and Advertising · (2004 - 2008)