

SAMANTHA BUTTIGIEG

- COPYWRITER & MARKETEER -



0413906139



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Melbourne, VIC 3037
Australia



sammyfb.com

RECIPIENT

To:

Potential employers &
recruiters

AWARDS



JANUARY 2019

Marketing Award
Given by Picturehouse



SEPTEMBER 2015

Best Email Marketing
Given by Picturehouse

INTERESTS

Dogs
Archery
Taiko
Crafting
Food

Film
Travel
Reading
Anime
Technology

COVER LETTER

Dear Reader,

I am Australian-born, and having grown up in the UK I have just returned to Australia permanently.

I'm a multi-skilled and highly competent marketing, partnerships and website content management professional, with over 10 years of experience in film exhibition and e-commerce.

I'm thorough, organised and highly creative, which enabled me to make my mark in my last place of work—you'll find referees listed, and a reference from the wonderful Clare Binns, Managing Director of Picturehouse Cinemas & Picturehouse Entertainment (on the next page).

I am seeking a role at a company that I can thrive in, that allows my creativity to shine and a brand that I can be truly proud to work with.

I will consider opportunities at organisations that have good well-being standards, company culture and offer attractive employee benefits.

I remain open-minded as I begin this new chapter; my skills are transferable, which will allow me to explore various new opportunities.

I'd love to hear from you.

Yours faithfully,

Samantha Buttigieg

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To Whom It May Concern:

I am writing to give you some employment background on Samantha Buttigieg. She has worked at Picturehouse for 15 years developing her skills and gaining more responsibility over the time she has worked with us. She has been a terrific asset to our team and company. To give you some background of who we are, Picturehouse Cinemas has 28 cinemas across the UK and a Film Distribution business.

Sam has always put herself forward and cleverly made herself an essential part of our Head Office. Starting out working as a front of house as an usher, she took on running the Saturday Kids Club activities and was soon the marketing manager at the cinema. She joined Head Office as cover for our Office manager, but Sam has always seized an opportunity, and stepped in to help on the project to build our new website. We then offered her a full-time position managing all our website content. She has done a great job on this, always meeting deadlines etc. She has trained others in CMS and brought in new partnerships for our membership scheme.

Sam has always been reliable, hardworking, and prepared to 'muck in' where necessary outside of her work responsibilities, a boon to any company to have someone who cares about the overall mission of the organisation. She is going to be much missed by us all. We are sorry to lose her and think she would be a real asset to any company, an excellent hire for anyone who wants a dedicated, smart team player who will soon make herself indispensable.

Best wishes,

Clare Binns

Managing Director, Picturehouse Cinemas and Picturehouse Entertainment
Clare.b@picturehouses.co.uk

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” Sam is a Picturehouse legend, known for her boundless optimism, enthusiasm, and attention to detail. She's always keen to step up for a challenge, and constantly looking for ways to innovate and improve. Sam's able to grasp complex tasks and workloads with ease, and is always eager to help out others. She will be very missed at Picturehouse, but whoever employs her will be very lucky to have her.

— Simon Ragoonanan, *Digital Marketing Manager, Picturehouse*

KEY MOMENTS

at Picturehouse

★ GREEN STRATEGY // MARKETING

Played a vital role in developing the look & feel, ensuring it was accessible & inclusive for the Picturehouse customer.

★ SUNDANCE FILM FESTIVAL: LONDON // MARKETING

- 2023 VIP gift bags & Industry Brunch table decor
- 2022 UK Shorts guest liaison
- 2021 Comp ticket liaison for press & industry

★ NATIONAL PARTNERS (MEMBERSHIP SCHEME) // MARKETING

Nurtured and grew our national partner offers and relationships.

CAREER

MARKETING EXECUTIVE & WEBSITE EDITOR

01/2022—09/2023 // Picturehouse, Head Office ['PH']
Film exhibition, distribution & home entertainment

- Managed a website that saw over one million visits per month (more visits than any other UK cinema website). Managing microsites and content for PH (28 cinemas) using a bespoke CMS.
- Developed and maintained relationships with national partners, brands and film distributors.
- Website testing, development and troubleshooting. With a key focus on UX and UI.
- Project management

COPYWRITER & IMAGE RESIZER

2019—22 // Source Lifestyle
Boutique fashion and lifestyle brand.

MARKETING & SPONSORSHIP EXECUTIVE

10/2019—12/2021 // PH

- Created and formatted blog posts to promote films, and events and to adhere to brand guidelines.
- Website testing, development and troubleshooting.
- Writing, proofing and editing copy for website and email, using best practices, including SEO.
- Communicating with film distributors and sponsors.
- Developing/maintaining relationships with national partners, brands & distributors
- Project management

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KEY MOMENTS

at Picturehouse

★ WRAPPING STATION FOR CHARITY // MARKETING

Set up a yearly Festive Wrapping Station whilst working at the PH head office, wrapping gifts or providing wrapping materials for donations.

★ CRAFTING // MARKETING

Became known for crafting and gifting skills. Colleagues and senior management would make requests or onboard onto projects.

★ KIDS' CLUB // KIDS' CLUB COORDINATOR

Developed a local marketing strategy and print assets that enabled the Kids' Club to continue to grow, and the birthday parties became fully booked months in advance.

CAREER

WEBSITE TESTER & CONTENT MIGRATOR

03/2019—10/2019 // PH

- Onboarded to assist with the launch of the new PH website, including the testing and migration of content.
- Writing new and editing existing copy.

CINEMA MARKETING MANAGER

04/2013—03/2019 // Stratford Picturehouse, London

- Promoted films and events to the local community
- Utilised copy skills to write, edit and proof copy for use in emails to the cinema database, create and proof local listings and leaflets.
- Local outreach to customers and organisations.
- Created and maintained local partnerships for promotion and paid membership scheme offers.

ANIME REVIEWER & SECTION EDITOR

11/2012—07/2015 // SCI-FI-LONDON

PR & MARKETING STRATEGIST / COPYWRITER

04—07/2012 // Love Through Design & Clooci, Internship

COPYWRITER & MARKETING ASSISTANT

05—08/2010 // Black Tomato ['BT'], Internship

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PROFICIENCIES INCLUDE

Google Workspace
Content Management
Project Management
Copywriting (long & short)
Email Marketing
Attention to detail
Copy-Editing
Proofreading
Microsoft Suite
HTML (basic)
Wordpress
Event Marketing

Movio
Canva
SEO
UX

REFEREES

SAM CLEMENTS

Head of Marketing &
Membership, Picturehouse
sam.c@picturehouses.co.uk

SIMON RAGOONANAN

Digital Marketing Manager,
Picturehouse
simon.r@picturehouses.co.uk

JP PIERRIOT

Head of Marketing &
Partnerships, Together Films
jp@togetherfilms.org

CAREER

KIDS' CLUB COORDINATOR

11/2008—10/2010 // Stratford Picturehouse

Coordinated, promoted and hosted Kids' Club, activities and birthday parties. Was given a pay rise due to exceptional performance.

CUSTOMER CARE ASSISTANT

10/2008—11/2017 // Stratford Picturehouse

ENCODING ENGINEER & TESTER

10/2006—09/2007 // Stream UK, Placement Year

EDUCATION

BSC (HONS) MULTIMEDIA TECHNOLOGY & DESIGN

2004—2008 // Brunel University

A-LEVELS

2002—2004 // St Angela's & St Bonaventure's Sixth Form

Media Studies, Product Design with Graphics, Computing,
General Studies

9 GCSE'S & GNVQ BUSINESS STUDIES

1997—2002 // St Angela's Ursuline Convent School