

Samantha Spearin

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PROFESSIONAL SUMMARY

Dynamic Channel Partner Manager specializing in fostering collaborative partnerships that drive revenue growth and enhance cybersecurity resilience. Passionate about connecting businesses and strategizing innovative solutions to complex challenges. Committed to continuous learning and skill enhancement, with a strong emphasis on emotional intelligence to build robust relationships and navigate diverse business landscapes. Thrives in environments that encourage creativity and strategic thinking, ensuring mutual success.

EDUCATION

Bachelor's in Criminal Justice

2024 - 2026

Southern New Hampshire University

Concentration: Homeland Security and Counterterrorism / Criminology and Crime Analysis

Certifications:

Platforms: HubSpot, Facebook, Instagram, Tik Tok, YouTube, Google Analytics, Meet Alfred, PandaDoc, Kiflo,

Areas of Specialty: Adaptability | Creativity | Collaboration | Content Creating | New Media Platforms | Problem-Solving | Strategic Planning and Implementation | Data- Driven Decision- Making | Policy and Procedure Analysis | Stakeholder Engagement | Problem Solving and Process Improvement | Research and Analytical Thinking | Collaboration and Leadership | Adaptability and Initiative | Communication and Reporting | Ethics and Compliance

Educational Academic Key Achievements

Successfully crafted a comprehensive community plan that prioritized enhancing collaboration and transparency | Fostered stronger stakeholder relationships, resulting in measurable improvements in trust and public engagement | Developed a focused research question addressing recidivism, utilizing empirical evidence to identify key factors influencing repeat offenses | provided clarity on complex issues and informed strategic decision-making to optimize resources and outcomes | detailed analysis of decision-making frameworks as governed by laws, ordinances, and policies | Balanced fairness and operational compliance, ensuring a just approach to community challenges | Built meaningful relationships through open communication and collaborative efforts, creating a foundation of trust and accountability | empowered stakeholders to work together toward common goals, improving overall alignment and morale | Leveraged in-depth research and analytical skills to identify inefficiencies within established processes | contributed to a more streamlined, effective, and sustainable operational framework

PROFESSIONAL EXPERIENCE

Channel Manager

August/2022 – Current

Omnistruct, INC (Folsom, CA)

- Oversee the entire process of managing new partner applications and conducting orientations:
- Review and approve partner applications, maintaining accurate documentation and ensuring compliance with company standards.

- Coordinate orientation sessions for new partners, delivering content with a high degree of accuracy to establish a thorough understanding of policies and procedures.
- Ensure onboarding is meticulous and aligned with company goals, achieving consistently high results in partner satisfaction.
- Handle incoming leads from the partner channel:
- Evaluate leads for suitability, leveraging strong analytical reasoning to assess alignment with business objectives.
- Assign leads to appropriate sales team members, ensuring follow-ups are tailored to achieve optimal levels of performance and engagement.
- Strive for precision in managing the lead pipeline, avoiding mistakes and errors to maximize potential outcomes.
- Collaborate closely with the marketing department:
- Develop and produce relevant content tailored to various products and solutions, achieving bottom-line results in customer engagement.
- Design content to meet specific customer needs, demonstrating strong analytical qualities in understanding target audience preferences.
- Excel in aligning content strategy with marketing goals, producing a tangible, positive impact on overall campaign performance.
- Initial planning and coordination with external partners:
- Facilitate planning sessions with external partners, ensuring accurate forecasts and clear objectives are established to guide collaboration.
- Utilize a variety of analytical techniques to solve logistical challenges and optimize partnerships.
- Maintain accurate records of all interactions and agreements, achieving lasting results through precise and effective coordination.

Platforms: Hubspot, Zoom, Google Suite, PandaDoc, Kiflo, MeetAlfred, LinkedIn, Magai.co

Key Achievements & Strategies: Streamlined partner onboarding processes, maintaining accurate documentation and ensuring smooth integration with company policies | Evaluated and assigned partner leads, leveraging analytical reasoning to improve lead conversion rates | Planned and executed joint marketing events, achieving high attendance through targeted strategies and flawless coordination | Designed tailored marketing content, aligning materials with audience needs to boost engagement and retention | Maintained accurate records and implemented process improvements, reducing errors and improving operational efficiency | Organized event logistics, managing invitations, vendor coordination, and day-of activities to ensure seamless execution | Developed solutions to logistical challenges, demonstrating a strong ability to analyze problems and exceed expectations.

Related Experience

Wish Up Virtual Assistant

06/2022 – 09/2022

BMW Manufacturing

02/2017 – 12/2017

Doolittle's Restaurant

11/2016-12/2021

*****More Detailed Work History Available Upon Request***

CERTIFICATIONS & LICENSURES

FEMA Emergency Management Institute	
Workplace Security Awareness	2024
Critical Infrastructure Security and Resilience: Achieving Results through Partnership and Collaboration	2024

ACADEMIC AWARDS/ HONOR SOCIETIES/NOTABLE PROJECTS

Honorary Mentions

Graduate & Undergraduate Studies: Honor Roll | President’s List | Merit Pages

PROFESSIONAL ASSOCIATIONS

American Psychological Association |