

# SAMANTHA BLACK, PHD

SCIENTIST | STRATEGIST | CREATIVE

## CONTACT

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## PROFILE

Working at the intersection of scientific innovation and business strategy, I specialize in helping brands create authentic and powerful stories via compelling, high-quality content along with well-executed campaigns that supercharge business growth.

## SKILLS

- Content marketing strategy/execution
- Multimedia content creation
- Copywriting and copyediting
- Graphic design and video editing (Adobe Suite)
- HubSpot CRM
- Social media strategy and management
- Brand building, category creation, storytelling

## WORK EXPERIENCE

### Head of Content

March 2022 - present

Elemental Machines

- Spearheaded the launch of and co-hosted the LabOps Leadership Podcast, supporting 25% increase in LabOps Unite membership and 50+ target leads into ecosystem within 3 months
- Conceptualized, created, and executed go-to-market strategy for the LabOps Maturity Model, an industry benchmarking tool
- Develop and execute brand awareness and demand generation full funnel inbound content marketing campaigns, resulting in 40%+ lead-MQL and 15%+ MQL-SQL conversion rate
- Redefined the brand strategy including style guidelines and tone, value proposition, and positioning; Ensure long-term success of brand through stewardship and advocacy
- Originate/oversee all public-facing multimedia content ie blog posts, whitepapers, email sequences, event marketing collateral, case studies, social media, promotional videos
- Spearheaded 15+ thought leadership content pieces, collaborating with C-suite, aligning messaging to brand awareness and lead generation strategies
- Build relationships with agencies and journalists to identify and execute on earned media opportunities

## PUBLICATIONS

Academic Journal

The effect of a direct-fed microbial and dietary fat inclusion on performance and energy metabolism in broiler chicks and turkey poults

Ger. J. Vet. Res 2021. vol. 1, Iss. 4 pp:1-10

Editorial Portfolio can be viewed at:

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

[www.samantha-ann-black.com](http://www.samantha-ann-black.com)

### Editor in Chief

March 2019 - March 2022

ScienceBoard, Science and Medicine Group

- Defined, built, and maintained content and marketing strategies to drive subscriptions (over 8K in 2021) and revenue
- Partnered with life science and biomedical KOLs to create compelling rich media and editorial content to support brand awareness and thought leadership
- Created the website's editorial voice and manage daily publications operations including working with cross-functional teams across the organization to leverage editorial assets in other business verticals
- Provided editorial oversight and manage the execution of content workflows for articles, media, email newsletters, and social media
- Conducted ongoing strategic benchmarking and analysis of metrics using Google Analytics

## EDUCATION

**PhD, Nutrition and Animal Science**

North Carolina State University

2015-2018

Agricultural Leadership Learning Institute, inaugural cohort

**MS, Poultry Science**

North Carolina State University

2012-2015

Magna Cum Laude

**BS, Biology and Poultry Science**

North Carolina State University

2009-2012

Magna Cum Laude, Dean's List

### Program Associate

January 2018 - March 2019

National Postdoctoral Association

- Supported the executive director and Board of Directors to advance the organizational mission by managing cross-functional teams to support membership engagement, research administration, and advocacy efforts for an under-represented scientific professional group
- Managed the revision of over 90 online resources including leading volunteers on 7 independent committees and internal stakeholders
- Developed back-end online content and pages, and managed website infrastructure.

### Graduate Research Assistant

December 2012 - December 2017

North Carolina State University

- Conducted multidisciplinary research through collaboration with faculty and industry; focus on agricultural nutrition and biomedical applications
- Designed and managed over 20 independent research projects, involving data collection, advanced statistical analysis, and meaningful scientific interpretation
- Supervised and mentored several undergraduate students conducting research each semester