

SAM CHRISTIE

(he/him)

SOCIAL MEDIA MARKETING PROFESSIONAL & BOARD CERTIFIED MUSIC THERAPIST

CONTACT



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PROFESSIONAL SUMMARY

Social Media Specialist with 10+ years' experience developing **strategies, content, and reporting** across all major platforms. Skilled at **driving organic growth, building authentic communities, and delivering insights to leadership**. Board-Certified Music Therapist **passionate about progressive advocacy, grassroots engagement, and balancing authentic voice with strategic judgment**.

SKILLS

Social Media Marketing

Meta/Facebook
Instagram/Threads
YouTube
TikTok
Twitter/X
LinkedIn

Email & Web

MailChimp
Unbounce
Wix

Analytics

Google Analytics
Tableau
Sprout Social

Design & Video

Adobe Photoshop
Canva
Adobe Premiere

Cross-Functional Collaboration

Partnerships
Influencer
management

SOCIAL MEDIA MARKETING EXPERIENCE

Freelance Social Media Manager Nov 2017 - Present
E29 Marketing | Magnolia Interactive Fertility PLLC | A
Place to Be LLC

- Developed and executed social media strategies that aligned with client goals, including for national CPG brand Tiger Balm.
- Created and managed content calendars; Oversaw company-wide monthly, quarterly, and yearly reporting
- Produced original content (video, graphics, copy) with industry-standard tools

Social Media Manager Oct 2015 - July 2018
ParkWhiz / Arrive LLC

- Delivered campaign performance dashboards and insights to senior leadership, optimizing tactics in real time.
- Managed relationships with external vendors and partnerships
- Directed social content strategy and content calendars across multiple channels (paid, organic, partnerships)

Social Media Community Manager Oct 2011 - Sept 2015
Bandsintown (Live Music App)

- Foundational member of the team that launched and scaled a grassroots digital community, helping lead to company acquisition.
- Built and managed authentic influencer/artist partnerships (e.g., Vans Warped Tour, Honda Civic Tour).
- Oversaw end-to-end social content creation and strategy, growing user base and engagement across platforms.
- Managed end-to-end social content strategy

EDUCATION

**Graduate Professional Studies
Program for Music Therapy**

Certification Eligibility

Shenandoah University,
Winchester, VA

Awards: Scholastic Excellence

**Information Sciences and
Technology (IST)**

Bachelors of Science, 2011

Minor in Music Recording, English
Pennsylvania State University
University Park, PA

MUSIC THERAPY EXPERIENCE

Owner | Board-Certified Music Therapist **Mar 2022 - Present**
CREATE Music Therapy Services

- Launched private practice and designed full communications/marketing strategy, including content for progressive-minded corporate wellness and VR therapy initiatives.
- Created original content and managed website, brand voice, and audience outreach

Ass't Adjunct Music Therapy Professor **Jan 2022 - May 2023**
Shenandoah University

- Mentored students, guiding them in applying course material to personal and professional growth.

Music Therapist, Board-Certified **Sep 2020 - May 2022**
A Place to Be, LLC

- Supervised interns and integrated creative digital tools into therapy sessions (Zoom telehealth, virtual music technologies).
- Led group and individual sessions across diverse populations and community settings.