

Sam Villalobos

(323) 767 - 3406 | samanthavillalobos13@gmail.com | Pasadena, CA
[linkedin.com/in/samanthavillalobos](https://www.linkedin.com/in/samanthavillalobos)

Brand Manager | Lupine Creative | September 2021 – Present

- *Experiential & Social Campaign Leadership:* Leads high-impact, culturally relevant campaigns across diverse industries including legal services, technology, consumer goods, sports, and entertainment. Develops and executes go-to-market strategies, social initiatives, and content to elevate brand visibility and drive growth. As LG Electronics USA's AoR, delivered 14.2M+ social impressions and created 670+ pieces of content, driving measurable brand growth in 2024.
- *Project Management:* Leads the creation of client-facing materials, including case studies, sizzle reels, wrap reports, pitches, and presentations. Oversees end-to-end workflows to ensure deliverables align with strategic objectives and deadlines. Drives collaboration across creative, strategy, and account management teams to achieve cohesive execution, while fostering a positive and results-driven organizational culture.
- *Innovation Management:* Co-created Google's Trusted Tester Program. Previously worked with Google's Area120 incubator, now collaborating with Google Labs, overseeing product launches, beta testing, UX/UI enhancements, and talent relations to deliver cutting-edge solutions across e-commerce, dubbing, and AI-driven projects, from inception to public release.
- *Influencer Partnerships:* Leads the development, identification, vetting, and management of influencer relationships. Builds strategic partnerships that align with campaign goals and enhance engagement. *The Art of Drag Tour*, presented by Max, generated 875 pieces of influencer-generated and organic content and over 584 million impressions, earning multiple Shorty Impact Awards.
- *Live Events:* Conceptualizes and executes experiential activations, including panels and live events, that drive brand advocacy and resonate with target audiences. In partnership with Dark Sky Films, our fan engagement campaign featuring a live ice sculpture carving drove excitement for TCM's 50th anniversary at SxSW, earning a Silver CLIO Award and supporting National Film Registry nominations, with the film added in late 2024.

Growth Strategist | Media Design Group | March 2021 - September 2021

- *Business Development:* Collaborated on media proposals and pitches to secure high-value D2C clients.
- *Market Analysis:* Conducted ongoing competitor and audience research to enhance client strategies.

Talent Agent Assistant | Universal Attractions Agency | February 2020 - March 2020

- *Talent & Market Coordination:* Pitched show offers and facilitated collaboration between talent and buyers.
- *Negotiation:* Managed contract discussions to align terms with both talent and venue needs.

Team and Project Manager | V3 Advertising | January 2018 - October 2020

- *Community Engagement:* Directed a sales team to execute community-centric campaigns.
- *Start-Up Operations:* Led the opening of a new office location, overseeing administrative functions.

Music Director and DJ | KCSB - FM 91.9 | February 2015 - June 2016

- *Content Creation:* Produced and hosted engaging multimedia programs, including interviews and playlists.
- *Stakeholder Management:* Directed events to build connections with audiences and industry stakeholders.

Education:

University of California, Santa Barbara
B.A. in Communication,
Minors in Music and German Studies

Freie Universität Berlin
European Studies

Languages:

English, Spanish, German

Skills:

Brand Storytelling • Live Events
Leadership • Communication • Teamwork