

SAM KLEIN

SOCIAL MEDIA SPECIALIST | CRM & PROMOTIONS COORDINATOR

(914)343-5114 samzacharyklein@gmail.com

Six years of social media content strategy and execution partnered with events and sponsorship management.

EXPERIENCE

Buddies Studio

Co-Founder, Studio Manager

Miami, FL

March '26 - Present

- Developing agentic AI-native social media content system to help fill in the blanks for brands' content teams.
- Drove measurable client growth including 15M monthly Reel views, 83% non-follower reach, and 14,510 net new followers in a single month for a flagship nightlife client; achieved entirely through organic content strategy
- Oversee all client strategy, brand voice development, and content calendar execution for accounts spanning entertainment, public health, sports, and luxury hospitality verticals including E11EVEN Miami and Gold Rush Cabaret

E11EVEN Miami

Social Media & Promotions Coordinator

Miami, FL

Oct. '25 - May '26

- Executed promotional campaign strategy for the highest-grossing nightclub in the USA, coordinating ticket-driver content across channels to maximize nightly conversions.
- Managed audience targeting and content deployment across Meta Business Suite and Sprout Social, tracking performance against weekly KPI targets.
- Produced 40+ video edits per month and led real-time content execution during live events, growing the account by 85k+ followers from onboarding.
- Partnered with media and operations teams to align messaging cadence with promotional schedules and real-time event moments.

Warner Bros.

Communication & Events Coordinator

Coral Gables, FL

Jan '24 - Jan '25

- Tracked 300K+ impressions across influencer networks totaling 10M+ followers, compiling insights decks for leadership on KPI performance and optimization opportunities.
- Coordinated cross-functional campaign execution across creative, PR, and national field activation teams to support feature film releases.
- Maintained campaign documentation and status reporting, ensuring accurate records and on-time delivery across all initiatives.

SKILLS

CRM & Marketing Platforms: Salesforce, Hubspot, Speakeasy, Meta Business Suite, Sprout Social

AI & Production Tools: Agentic AI building, Higgsfield AI, Adobe Creative Cloud

Strengths: Campaign QA & deployment, Audience segmentation, Cross-functional coordination, KPI & insights reporting

EDUCATION & ACCOLADES

University of Miami - '25

BSC: Strategic Communication - Creative Advertising
Minors: Marketing, Entrepreneurship, Communication Studies
Presidential Scholar | Tau Sigma National Honor Society

AAF Miami 2026 - Gold ADDY

Project: The Quit Games, Tobacco Free Florida
Role: Social Media Director & Vertical Video Content Producer