

# SAMRA MICHAEL

Birmingham, Alabama | 205.774.7766 | samrathecurator@gmail.com

## PROFILE

Award-winning marketing strategist with a passion for exceeding client goals. Proven expertise in crafting data-driven media plans across diverse channels - from search and social to innovative in-bar and out-of-home experiences. I transform data into actionable insights that fuel significant account growth.

### Key Competencies

Media planning & buying	Client communication	Analytics & reporting	Strategic insights
Brand management	Campaign optimization	Website design	Budget negotiation

## PROFESSIONAL EXPERIENCE

### CREATIVE DIRECTOR & BRAND STRATEGIST

JUL 2019 - PRESENT

#### *Samra, The Curator*

Marketing leader with 6+ years experience and a unique blend of creative vision and analytical understanding of media trends. Demonstrated ability to craft and execute impactful campaigns for a variety of clients.

- Brand strategy & development: Content creation, website design, email marketing, creative strategy.
- Media planning & execution: Organic and paid social media, campaign activation and optimization.
- Data & analytics: Performance reporting, insights generation and data-driven decision making.

### MEDIA PLANNER & BUYER

DEC 2022 - AUG 2024

#### *Pollinate*

Drove significant ROI and brand growth through data-driven media strategies. Expertise in cross-channel campaign development, targeted audience engagement and performance optimization across diverse client accounts.

- Spearheaded full-funnel media planning and buying across traditional and digital channels, maximizing impact for major brands such as Oregon Lottery, OPRG and Uncle Nearest..
- Fostered strong cross-functional collaboration with account management, creative, development and accounting teams to deliver exceptional client outcomes.
- Provided data-driven insights through bi-weekly comprehensive performance reports, informing strategic campaign adjustments and maximizing client ROI.

### JUNIOR DIGITAL MEDIA BUYER

AUG 2020 - DEC 2022

#### *Martin Retail Group*

Rapidly mastered media buying systems and processes during a challenging pandemic environment. Demonstrated exceptional performance and initiative, earning a swift promotion from Assistant Digital Media Buyer. Proven ability to manage multi-million dollar campaigns for major automotive brands.

- Executed high-impact programmatic media buys exceeding \$20 million annually for prominent automotive clients such as Chevy and GMC, driving significant reach and engagement.
- Proactively managed campaign performance to exceed client KPIs, including pacing, optimization, and inventory reconciliation. Effectively secured credits and rescheduled media to minimize disruption and maximize campaign effectiveness.

## AWARDS & EDUCATION

### AMD CREATIVE | SAMRA, THE CURATOR

Birmingham Women  
Making Waves 2025

MAR 2025

### CASCADIA CREATIVE AWARDS | POLLINATE

Most Creative Use of  
Media: Small Budget  
(under \$1,000,000) -  
Bronze

JUN 2024

### SONIC BLOOM AWARD | SAMRA, THE CURATOR

The Socialite  
Award

JAN 2024

### COLLAT SCHOOL OF BUSINESS | UAB

B.S. in Marketing -  
Marketing  
Management  
Concentration

AUG 2019