

Samer Khudairi

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Experience

-Mikkeller San Diego-

Launch Marketing Coordinator
San Diego – 2021

- Manage Marketing for Regional, National, and Global presence of Mikkeller San Diego
- Oversee Newsletter, Social Marketing, Community Management, Copy, Design Direction, Photography, Web Maintenance, Webshop/E-comm (Shopify, Amazon), Retail and Event support, Sales Marketing, and Press.
- Support Marketing for 3 California Retail Locations as well as internal Marketing efforts
- Senior Team Leader in developing sustainable community culture and manage Marketing Team
- Assist in product development, collaborations, and production material
- Provide point of sales materials for global team
- Develop programming for releases from scale of draft-only to partnerships such as HBO, Game of Thrones

-Freelance Journalist and Producer-

At Large
Boston/MA – 2020-present

Award-winning Freelance Journalist currently writing on food/beverage and community.
Bylines include: Adweek, Wine Enthusiast, VinePair, Good Beer Hunting, Eater, Craft Beer & Brewing Magazine, HopCulture, Pellicle, Girls Are Awesome, and DigBoston.

-Brooklyn Boulders (BKBX)-

Launch Marketing Coordinator
Boston/MA – 2019

- Ensure strategic vision through the implementation of tactical launch initiatives.
- Support all facets of launch including digital marketing (social media, digital ad buys, and email), guerilla marketing efforts, events support, content development, and design/build.
- Create brand impressions and generate leads in collaboration between the Launch Director, National Marketing Manager, Email Marketing Manager, and Digital Coordinator, in addition to other members of the Brooklyn Boulders Marketing Team.

-Jack's Abby Brewing-
Digital Marketing Manager
Boston/MA – 2017-2019

- Manage all Content and Community Management on Social Channels for both Jack's Abby and Springdale Beer (Facebook, Instagram, Instagram Stories, Twitter (and Beer Hall Twitter), Untappd, Email Marketing, and LinkedIn)
- Manage Website content and updates for both Jack's Abby and Springdale.
- Produce, Curate, and Schedule all Content (photography and digital creative), as well as, manage external partners/relations/public relations.
- Assist in Marketing Material and creative collateral for Brand and accounts, including promotion of public events and festivals.
- Participate in Sales and Marketing strategies for Brand Positioning and development.

-Arnold Worldwide-
Manager, Social and Content Systems
Boston/MA - 2016

Digital Strategist and Manager for Client developing content aligning to Brand positioning. Created narratives and storylines during transitional period of Brand relaunch.

-Juxtapoz Magazine-
Photography Contributing Editor (Freelance)
San Francisco/ CA -2016

Contributing editor on the topic of Contemporary Photography and on the ground photographer for art events.

-Witchsy-
Associate, Design Manager (Freelance)
Los Angeles/ CA -2016
Creative consultant and design manager for artist curated e-commerce site.

-York Athletics MFG.-
Associate Writer/Content Intern
Boston/MA - 2016

Participated in Design Reviews, Launch, Marketing Meetings, Production Assistant.

-Kids in the Kitchen-
Associate Online Editor/Social Media (Freelance)
Copenhagen/Denmark -2016

Contributor to both print and online channels of BS Magazine. Community Manager for Social media. Conducted interviews with musicians and artists. Scheduled articles, managed photographers, writers, and interviews at Roskilde Festival, Vanguard, Stella Polaris, and New Note 2014 and Roskilde 2015/2016.

-The Murmur-

Architecture Editor (Freelance)

Copenhagen/Denmark– November 2014 –July 2016

Online contributor on the topic of contemporary Danish architecture as well as international trends and developments that affect Denmark.

-Designboom Magazine-

Architecture Editor + Social Media Manager

Milan/Italy- February 2014 -June 2014

Tracked engagement and posted directly to social media platforms including Twitter, Facebook, Google+, Pinterest, and Tumblr. Managed analytics. Scheduled and wrote periodicals for online newsletter.

-Danish Institute for Study Abroad-

Assistant - Architecture/Design Program

Copenhagen/Denmark– 2012 - 2014

Team leader responsible for leading multiple projects, including course and program development, marketing, graphic design, and event planning. Academic liaison to international university students; acted as resource for department initiatives, as well as a cultural interpreter on industry, country, and consumer trends in architecture, lifestyle, and design.

Education

-University of Massachusetts –Amherst/MA– BSc. Cum Laude (Hons): Environmental Design/Urban Studies 2011, Minor-Art -Danish Institute for Study Abroad –Copenhagen/Denmark– Urban Design 2010

-School of the Museum of Fine Arts/Tufts University –Boston/MA– Foundation Studies 2007–2008

Languages

English (native/fluent); Danish (intermediate); Arabic (intermediate); Italian (intermediate)