Samantha Bishop

Marketing & Branding Leader | B2B Marketing | Integrated Campaigns | Brand Strategy | Internal and Executive Communications I Industrial Marketing
Maplewood, MN | 763-453-4775 | Samantha.bishop1@gmail.com| https://www.linkedin.com/in/samanthaabishop

PROFESSIONAL SUMMARY

Corporate Communications and Integrated Marketing leader with 15+ years of B2B experience in integrated marketing communications, brand strategy, demand generation, and digital marketing. Expertise in internal communications, executive communications, employee engagement, change management communications and translating complex business initiatives into clear, audience-focused messaging. Experienced partnering with senior leaders and cross-functional teams to drive understanding, adoption and organizational alignment.

CORE COMPETENCIES

B2B Integrated Marketing Communications | Brand Strategy & Brand Refresh | Demand Generation
Campaign Planning & Execution | Customer Journey Mapping | Customer Segmentation
Digital Marketing & Social Media Strategy | Paid, Earned & Owned Media | Internal Communications
Value Proposition Development | Go-to-Market Strategy | Cross-Functional Team Leadership
Agile Marketing | Certified ScrumMaster (CSM) | Marketing Automation | Salesforce | Eloqua | Google Analytics | PowerBI | Smartsheets | ZoomInfo | Jira | WordPress

PROFESSIONAL EXPERIENCE

Global Integrated Marketing Senior Specialist | *3M (contract)* | 2025 – Present

Orchestrate global integrated marketing campaigns across paid media, marketing automation, social, web and sales enablement channels, translating campaign strategy into executable plans and deliverables. Lead integrated marketing demand generation program, including go-to-market campaigns for new product introductions (NPIs), growing open pipeline from $166K to $1.08M and close/won revenue from $90K to $912K year-over-year.

- Develop customer journey maps and personas in partnership with agency partners; align messaging and positioning across global communications efforts, reinforcing strategic priorities and brand consistency.
- Manage campaign budgets across initiatives to maximize ROI and meet performance targets; apply competitive and market insights to guide targeting and creative direction.

Senior Director of Marketing | *Lowen Corporation* | 2023 – 2024

Directed marketing strategy across four business units, leading brand development, digital consolidation, and cross-functional go-to-market planning. Managed a team of two full-time employees and one intern, providing mentorship, direction, and performance reviews. Partnered closely with sales, product, and executive leadership to align marketing efforts with business priorities and customer engagement strategies.

- Led a full brand refresh and digital consolidation effort, increasing consistency, strengthening value propositions, and enhancing user experience across product categories.
- Managed cross-functional projects using Smartsheet, coordinating timelines, deliverables, and stakeholder input to ensure efficient execution of marketing initiatives.
- Worked with senior leaders to craft executive communications for both internal and external audiences.
- Designed and delivered ZoomInfo training for 15 Account Executives to support strategic targeting and improve customer profiling and lead generation efforts.

Global Brand and Internal Communications Senior Specialist | *3M* | 2022 – 2023

Led global collaboration across divisions, agencies, and senior leadership to define and execute consistent brand messaging, ensuring alignment with internal and external communication goals. Drove strategic brand initiatives including product naming, brand hierarchy, and trademark support, reinforcing brand clarity and resonance across audiences.

- Led customer journey map and value proposition workshops with business stakeholders, aligning product messaging with customer needs and insights.
- Developed and maintained key internal communication platforms including SharePoint and Yammer, enhancing employee engagement and promoting a customer-centric culture across the organization.
- Partnered with executive leadership to craft and implement high-impact internal communication campaigns, fostering employee engagement and driving cultural alignment.

Global Marketing Communications Senior Specialist | *3M* | 2019 – 2022

Developed and executed global communication strategies supporting multiple product portfolios across paid media, public relations, and owned media. Developed campaign plans specifically for multiple annual new product launches. Aligned marketing plans with business priorities, customer journey insights, and channel strategy to drive awareness, adoption, and loyalty across markets.

- Led content strategy and development for dealer and distributor campaigns, partnering with product and design teams to deliver 50+ sales enablement and marketing assets aligned to customer personas, buying stages, and go-to-market objectives.
- Led campaign planning and execution for major product launches and global trade events, ensuring consistency across touchpoints and reinforcing portfolio positioning.
- Partnered with regional teams and external agencies to streamline content delivery and increase campaign scalability across multiple countries and languages.

Digital Marketing Strategist | *3M* | 2014 – 2019

Planned, developed, and executed integrated marketing campaign strategies tailored to customer personas across various divisions, prioritizing audience health, engagement metrics, and product preference throughout the marketing funnel. Managed a social media budget exceeding $500K, ensuring optimal performance and ROI.

- Led teams through agile methodologies as a Certified ScrumMaster, conducting Sprint planning, reviews, and retrospectives to enhance campaign effectiveness and sustain ongoing projects.
- Collaborated with the global corporate social media team to establish governance policies including centralized ad account management, improving alignment, strategy adherence, and customer journey mapping across markets.

Interactive Marketing Supervisor | *3M (contract)* | 2011 – 2014

Planned and executed digital marketing strategy including marketing automation, search optimization, paid and organic social media, and online advertising across 3M divisions.

- Managed 3M's first social media crisis communications effort, ensuring timely and effective response and developing a best-practice case study distributed throughout the company.

Marketing Manager | *Doherty Staffing Solutions* | 2010 – 2011

Led strategic development and implementation of all marketing efforts for two distinct companies and five divisions. Directly accountable for the company's marketing plan to increase revenue, build brand equity, and grow market share.

- Led the rebrand of two companies following acquisition, delivering cohesive brand identity and messaging across all channels.
- Reduced project costs 50% by assuming project management responsibility and bringing website build and content creation in-house.

EDUCATION & CERTIFICATIONS

Master of Business Administration (MBA) | Walden University, Minneapolis, MN

Bachelor of Arts, Mass Communication | Winona State University, Winona, MN

Certified ScrumMaster (CSM), Scrum Alliance | Project Management Certification, Courses for Success