



SAMMI REINSTEIN

CONTACT

978 460 5393

SAMMI.REINSTEIN@GMAIL.COM

WWW.SAMMIREINSTEIN.COM



www.linkedin.com/in/sammireinstein



@sammireinstein



EXPERIENCE

SENIOR ASSOCIATE PROFESSIONAL SERVICES CONSULTANT

DRIFT | JAN 2020 - PRESENT

- Provide data driven consulting to our most strategic Drift customers.
- Enable customers to achieve revenue acceleration and best-in-class conversational marketing strategies.
- Assisted in creating external content including the Conversational Marketing Blueprint 2.0, the Conversational Marketing Certification, and contributed to partner services enablement.
- Help align internal ProServ team on best practices and created templates for strategic framework and best practices.
- Key customers: Adobe, Slack, Box, ServiceNow, Marketo, Magento, Citrix, NetApp, Workday, Vonage, GE

ASSOCIATE PROFESSIONAL SERVICES CONSULTANT

DRIFT | JUN 2019 - JAN 2020

- Founding member of the professional services team.
- Helped our largest customers build conversational marketing into their sales and marketing strategies.
- Built and optimized advanced playbooks based on customer use cases.
- Co-hosted the Conversational Marketing Podcast.

ENTERPRISE MARKETING INTERN

DRIFT | JAN 2019 - JUN 2019

- Worked with sales teams to create sales enablement content.
- Worked on nurture sequences to Enterprise prospects with emails averaging a 35.5% open rate and 2.64% CTR.
- Other responsibilities included: event support, reporting and measuring campaign results, data enrichment.

PR/COMMUNICATIONS INTERN

APPLE INC. | MAY 2018 - AUG 2018

- Created an influencer strategy, detailing best practices in emerging media and provided YouTube editorial analysis.
- Developed product launch experience as part of the team that introduced iOS 12.
- Other responsibilities included: press briefing notes, coverage tracking and analysis, competitive research, crisis communication tracking.



EDUCATION

BACHELOR OF SCIENCE, MAJOR IN MARKETING COMMUNICATIONS

EMERSON COLLEGE

GPA: 3.96, TOP 5% OF THE CLASS OF 2019



AWARDS AND CERTIFICATIONS

CONVERSATIONAL MARKETING CERTIFIED

DRIFT
JAN 2021

HUBSPOT MARKETING SOFTWARE CERTIFIED

HUBSPOT
FEBRUARY 2018

CONVERSATIONAL SALES CERTIFICATION

DRIFT
JAN 2020

FORBES

30 UNDER 30 SCHOLAR
SEPTEMBER 2017