SAMUEL OPFERMAN

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EDUCATION

UNIVERSITY OF COLORADO BOULDER – LEEDS SCHOOL OF BUSINESS | 2026
Bachelor of Science in Business Administration - Marketing Emphasis
Cumulative GPA: 3.5
Certifications: Google Analytics, Amazon Ads Foundations

WORK EXPERIENCE

Z2 Entertainment
Marketing Assistant | April 2026 - Present

- Coordinate multichannel campaigns (social, email, digital content, and promotional partnerships) for 5+ live shows per week across 3 venues (150+ shows to date), driving consistent sell-outs and ticket sales growth.
- Built AI-powered workflows (Claude, ChatGPT) that automate Street Team route planning, promo asset production, and Spotify playlist updates, saving 2+ hours per workday (~10 hours/week).
- Recruit, train, and lead a 9-person Street Team and Online Team, growing active membership 3x and expanding promotional coverage to 4+ Colorado markets.

Marketing Intern | May 2025 - August 2025

- Supported campaign execution for 5+ weekly live events, creating short-form video for TikTok and Instagram and running grassroots promotion through poster routes, in-venue placements, and event tabling; rehired as Marketing Assistant.

Compass Real Estate
Digital Marketing Consultant | September 2025 - December 2025

- Developed and executed social campaigns that drove 161% month-over-month growth in Instagram views and 15,500+ short-form video views.
- Used consumer research and performance data to sharpen targeting and messaging, expanding reach to 8,500+ accounts.
- Designed A/B testing plans, wrote targeted email content, and applied social SEO to guide future campaign decisions.

COMMUNITY INVOLVEMENT

Better Together Foundation
Leadership Team | July 2026 - Present

- Shape marketing strategy, develop event concepts, and coordinate artist partnerships for two flagship shows, raising $15,000 at the most recent show for the foundation's community initiatives.

SKILLS

- **Marketing & Analytics:** Google Analytics, Amazon Ads, Excel, Qualtrics
- **Creative & AI Tools:** Claude, ChatGPT, AI Automation, Photoshop, Canva
- **Email & Social:** Metricool, Hive, TikTok, Meta (Instagram, Facebook)
- **Core Skills:** Partnerships, Field Marketing