

# SAMANTHA HOWARTH

WEDDING COORDINATOR | DESIGNER | CREATIVE

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## PROFESSIONAL EXPERIENCE:

Service Brewing | Creative Assistant  
Savannah, GA | October 2021 - Present

- Assist the creative director of Service Brewing in developing and executing key revenue generating marketing initiatives
- Design of event and marketing materials
- Event development, design and execution for in-house and charity events
- Developed a social media strategy and plan to increase brand awareness and content creation to generate additional brand love

Design Studio South | Wedding Coordinator  
Savannah, GA | June 2021 - Present

- Manage the coordination of luxury weddings from consultation and design to planning and day of event execution capturing the creative essence of the client and design personalized, luxury wedding experiences
- Design and develop floor plans, layouts and timelines that capture the clients vision while organizing vendors etc. to create a cohesive event
- Source and manage vendors to execute the vision for weddings and events
- Create social media and marketing material to create demand for Design Studio South as premier destination wedding planners.

Rebecca Gardner Houses & Parties | Freelance Designer  
Savannah, GA | March 2021 - Present

- Create designs from email newsletters and social media content to invitations and beyond for Rebecca Gardner's events to continue customer experience and create additional marketing touch points with the Houses and Parties brand

Gulfstream Aerospace | Specialist II, Corporate Merchandising  
Savannah, GA | March 2020 - Present

- Promoted based on strong performance and consistently exceeding expectations on execution and delivery of business goals
- Elevated brand experience by leading the design, creation and implementation of a new e-commerce solution optimizing usability and accessibility while creating a more elevated user experience and developing a robust inventory management system.
- Developed and implemented an international gifting strategy standardizing custom gifting practices and ensures cultural relevance at all stages of the customer journey

Gulfstream Aerospace | Specialist I, Corporate Merchandising  
Savannah, GA | August 2017 - March 2020

- Deployed a full service in-house merchandising program streamlining and enforcing management of global brand standards company wide
- Sourced and managed luxury merchandise vendors
- Designed and managed pop-up stores creating a physical touch-point across global events that created over \$100,000 worth of merchandise sales in just 4 days.
- Established a project management processes providing more effective customer support and in-turn, increased project intake and completion rate by 149% in less than 1 year

## CONTACT INFO:



(570) 994-6214



samfhowarth@gmail.com



showarth.com



showarth.com password:  
Merch19

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## EDUCATION:

Savannah College of Art and Design  
BFA Graphic Design, Concentration  
Advertising 2013-2016

GPA: 3.72

Honors: Cum Laude

Study Abroad Lacoste, France Winter  
2015

Chalene Johnson Marketing Impact  
Academy - 2021

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## PROFICIENCIES:

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Adobe XD  
Aisle Planner  
All Seated  
Invision  
Microsoft Word  
Microsoft Excel  
Microsoft Powerpoint  
SAP

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