

COREY'L SAMS

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EDUCATION

The University of Texas at Austin <i>McCombs School of Business</i>	Business of Bachelor Administration: <i>Canfield Business Honors</i> <i>Marketing</i> GPA: 3.64/4.00	May 2026
Esade School of Business Barcelona <i>#2 Business School In Spain</i>	Exchange Student: Business of Bachelor Administration GPA: 4.00/4.00	Spring 2025

EXPERIENCE

Magnet Media Inc. (New York City) – Financial Services Sales Team | Sales Intern (Summer 2025) May 2025 - August 2025

- Prospected over 100 FinTech & HealthTech clients via HubSpot to streamline outreach which helped surface client campaigns
- Created HubSpot onboarding video training, adopted by intern team, cutting training time by 40% & enabling faster campaign launches.
- Led C-Suite Level interview series for Magnet's 25th anniversary: ideated theme, crafted interview questions, and served as interviewer
- Prepared briefs for 7 executive-level pitch calls (Morgan Stanley, Yahoo, NYSE), helping close 6 figure deals in potential pipeline value
- Collaborated with a 10-person team across content, strategy, and marketing to strengthen brand presence and client engagement

RadPeople – Experiential Marketing and Creative Agency | Head of Operational Strategy & Brand Experience October 2024 - Present

- Produced several Austin events & New York Fashion Week parties: managing operations, vendor coordination, sponsor activations
- Led creative & operational strategy for events: experience design & full-day team execution (500+ guests)
- Ideated and executed spatial interior design transformations and artist lineup to align with each event's narrative and energy
- Spearheaded new market entry in Barcelona; 80+ tickets sold in 48 hours through grassroots digital strategy and local partnerships
- Secured Red Bull & White Claw as recurring sponsors, resulting in \$5K in drink credits and long-term activation partnerships.
- Curated 40+ artists for Canopy showcase; facilitated VIP journeys and generated 100+ tagged posts/stories during event window
- Managed day-of production teams, ensuring flawless execution through hands-on leadership & real-time problem solving

Explore Growth LLC – Family-Owned Parenting Brand | Content Systems & AI Workflow Developer January 2025- Present

- Built an AI-powered pipeline that reduced video creation time by 70% while maintaining brand integrity across platforms.
- Automated 30+ content pieces/month via Sora & InVideo, growing Instagram reach by 45%.

Brrr Box – Sustainable Cooler Startup | Marketing Lead October 2024 – December 2024

- Crafted GTM strategy and brand repositioning that contributed to 2 potential investor meetings and 3 partnership inquiries post-pitch.
- Selected to pitch at TEDx UT Austin; gained exposure to 200+ attendees and sparked follow-ups from sustainability orgs.

AppMeetup – Digital Marketing Intern, Sales Pipeline Management June 2023 - August 2023

- Built a content matrix through prompt engineering for tech sales training products
- Created 15+ infographics and short form content; repurposed across LinkedIn, Instagram, and internal decks,

LEADERSHIP EXPERIENCE AND VOLUNTEER ACTIVITIES

Forty Acres Scholars Program – *The Prestigious Full Ride Merit Based Scholarship* September 2022 - Present

- House Council Leader: Mentored 3 underclassmen (each started their own businesses/orgs) and meet weekly with prestigious alumni
- Member of the FASP social media team: Generate Content that is at the intersection of students, parents and donors as viewers
- Selected speaker at Forty Acres Gala; personal story helped drive record-breaking \$300K+ in donations in one night

HONORS & CERTIFICATES

- **Forty Acres Scholarship Program Recipient** – *The highest-level merit scholarship offered by University of Texas* May 2022-2026
- **Launchpad Entrepreneur Incubator** - *2X Grant Awardee and Pitch Competition Participant* Fall & Spring 2023
- **Finance in Athens, Greece Maymester** – *Awarded certificate for completing McCombs most intensive abroad program* May 2024
- **IBM Generative AI Certificate Recipient** – *Completed full length course on business applications of GenAI* Aug 2025

ADDITIONAL INFORMATION

Skills: Generative AI Prompt Engineering, Microsoft Suite, Midjourney, Canva, Qualtrics, Lightroom, Photography

Interests: Poetry, Fashion, Calisthenics, Travel (Spain, Iceland, Andorra, Italy, Greece, London, Ecuador), Immersive Experience Design

Work Eligibility: Eligible to work in the US with no restrictions