

Samuel Hayes

Compassionate marketer with a focus on senior care services

Assisted living marketing director with eight years of experience developing marketing campaigns for senior care facilities. Expert in community outreach and referral program development.

 Denver, CO

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 LinkedIn | Portfolio

KEY SKILLS

- Community outreach
- Marketing strategy
- Referral program management
- Senior care services promotion
- Team leadership

PROFESSIONAL EXPERIENCE

MARKETING DIRECTOR | GOLDEN ACRES LIVING, DENVER, CO

JANUARY 2019 – PRESENT

- Established referral programs that increased new resident sign-ups by 35% annually
- Lead a team of five marketers to execute community engagement initiatives
- Partner with local organizations to create events, driving awareness

MARKETING MANAGER | EVERGREEN CARE, DENVER, CO

MAY 2016 – DECEMBER 2018

- Launched advertising campaigns across print and digital channels, increasing inquiries by 25%
- Conducted market research to inform messaging strategies

EDUCATION

- Bachelor of Science in Business Administration
University of Denver , Denver, CO | May 2016