SAM SCHELLENBERG

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SUMMARY

Content marketer who also builds. I grew a brand from 1K to 170K Instagram followers with short-form video, and built its online community. As co-founder of an AI startup, I learned to explain complex technology to people who aren't technical. I want to help ambitious companies tell their story.

EXPERIENCE

Grief, Trauma & Your Mama (Angela Schellenberg Counseling) Sep 2022 - Present

Marketing & Growth Lead

- Grew Instagram from 1K to 170K+ followers organically with reels, carousels, and stories
- Planned the content calendar and wrote hooks, captions, and scripts for different audiences, from grieving adults to fellow clinicians
- Built a free online community and a paid members space with scheduled classes and live cohorts
- Built an AI content engine that tracks competitors and trending posts, then drafts and publishes content
- Tied Meta ad spend to booked consults and sales so content and ads were judged on real results

Beni (AI platform for K-12 schools) 2025 - Present

Co-founder

- Wrote the positioning, pitch materials, and an AWS EdTech investment deck explaining AI to school district leaders
- Built the sales CRM: a data pipeline over public education data covering all 17,444 US public school districts and 19,913 verified decision-makers
- Built product integrations with Google Classroom, Clever and ClassLink, and led security hardening ahead of district pilots

Equine Therapy Malibu 2026

Freelance Brand & Web

- Rebranded Shakti Ranch as Equine Therapy Malibu and built the site, booking, and 27 automated customer emails ($3K contract)

Jonathan Club May 2024 - Sep 2024

Banquet Lead

- Coordinated culinary, A/V, and floor teams for high-profile member and VIP events

EDUCATION

University of California, San Diego 2026

B.A., Media Industries and Communication | GPA 3.95

Santa Barbara City College

A.A., Communication and Psychology

Bellevue College

A.A., Marketing

SKILLS

Content: Short-form video, social strategy, copywriting, community management

Tools: Premiere Pro, Photoshop, Lightroom, Canva, Meta Business Suite, GA4

Technical: Python, SQL, Postgres, Snowflake, AWS, Next.js, Node.js, APIs and webhooks (Stripe, Meta, Claude, Resend)