

Sam Canino

Bright, enterprising, joyful and ready with a smile and a quick turn of phrase. Hoping to get into the business of changing the world, or at least my corner of it.

EXPERIENCE

Oliver Charles, San Francisco, CA — *Freelance Content Creator*

February 2021 - PRESENT

- Write and build engaging copy and posts for Oliver Charles' #Repeat blog.

Elevation Surf Charters, Lake Tahoe, CA — *USCG Captain/Instructor*

June 2019 - PRESENT

- Lead boutique tours in partnership with Mastercraft boats and The Ritz Carlton, Coach CEO's to 6 year olds in the sport of Wake Surfing.
- Supported the creation of online operations protocols and SaaS tool selection.

Riad Imourane, Tamraght, Morocco — *Social Media, Website, Receptionist*

February 2020 - March 2020

- Updated Wordpress, multi- platform social media management.

Streak, San Francisco, CA — *Account Executive, Sales Development Representative*

October 2018 - June 2019

- Utilized omni-channel outreach methods to help build out Streak's call script, cold email messaging, and social selling paradigm - Q1 2019 105% of meeting set.
- Gave demos, followed up, and closed \$1000+ MRR in 6 weeks starting with an empty Pipe. Focused on the small team segment.
- Worked collaboratively with clients to identify needs and build out Streak processes (via API, consultation, and research) to fulfill them.
- Communicated core philosophies of the technology and told the story of how the software could change the work paradigm for a wide range of companies in many different fields.

Incline High School, Incline Village, NV — *Varsity Golf Coach, We The People Coach*

October 2016 - May 2018

- Academic coach for a competitive mock congressional hearing team.
- Helped edit prepared statements, cross examine students and gave critical feedback on presentation language, clarity and style.

EDUCATION

California Polytechnic University- San Luis Obispo — *BA, Politics and the Market- Independent Course of Study*

September 2012 - June 2016

Minor in Media Arts and Technologies

Member of Board of Directors, College of Liberal Arts

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SKILLS

Content Creation
Networking
Concise Prose
Public Speaking
Coaching

AWARDS

**US Coast Guard Merchant
Mariner Master of Inland
25GRT**

LANGUAGES

English
Conversational Spanish
German A2

References

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