

SAMUEL SMITH

Senior Content Strategist & Creative Lead

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Senior content strategist and creative lead with 15+ years shaping global campaigns, product positioning and performance content for financial and technology brands. Leads paid creative and copy at Binance, owning work from proposition and concept through production, localization and optimization. Experience includes leading investing and crypto content at SoFi, with deep expertise across product marketing, lifecycle, editorial, video and executive communications.

500+ global Binance campaign and video assets created and directed	~20% above major industry benchmarks in reported campaign performance	\$200K+ affiliate revenue generated through financial content partnerships	250K+ views on top-performing technology articles
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LEADERSHIP EXPERIENCE

Binance

Oct 2024-Present

Senior Content Strategist & Global Paid Creative Lead

- Own global paid creative and campaign copy across brand, product, growth and regional marketing for a platform serving more than 300 million users.
- Set copy and creative standards across internal teams, agencies and creators, taking work from proposition and concept through scripts, production direction, localization and performance-led iteration.
- Lead UGC and creator-led advertising, developing scalable formats and reviewing platform-native work across paid video, social, web, CRM, lifecycle and in-app.
- Translate complex products into clear customer stories and partner with product, growth, legal, compliance and regional teams on launches, executive communications and sensitive messaging.

SoFi

Contract engagement

Senior Copywriter & Head of Investing and Crypto Content

- Served as the senior writer and content lead for SoFi's investing and crypto businesses, owning customer-facing messaging across product launches, lifecycle, in-app education, editorial, newsletters, social, video and on-camera explainers.
- Set the narrative for complex products and market topics, translating technical and regulatory detail into clear, credible communications for retail audiences.
- Partnered with product, marketing, editorial, legal and compliance to support acquisition, engagement, education and major product releases.

Hypernatural AI

Jun 2024-Feb 2025

Head of Growth & Content

- Owned positioning, launch messaging, website, lifecycle, creator education, demos and media outreach for a generative video platform.
- Built the content engine from strategy through production, writing, producing, editing and hosting explainers, tutorials, comparisons and creator workflows.
- Developed creator and influencer campaigns and secured podcast and editorial coverage.

Smart Prop Trader

May 2022-Present

Finance Content Lead & Video Producer | Contract

- Built a high-volume finance video program, writing, producing, editing and hosting 200+ explainers, tutorials and platform reviews that contributed to a 20% lift in subscriber engagement.
- Developed content and affiliate partnerships with financial brands, generating more than \$200K in revenue.

SELECTED EXPERIENCE

TeePublic

Sep 2017-May 2023

Community, PR & Content Manager

- Owned public-facing brand voice across social, community, review platforms, retention, customer communications and crisis response.
- Grew social audiences by 30% and created response frameworks for high-pressure reputation issues.

Gadget Hacks / WonderHowTo

May 2018-Feb 2022

Technology Writer | Freelance

- Produced SEO-led content across technology, AI, apps and digital security; top articles reached 250K+ views and one feature was credited with a 20% monthly traffic increase.
- Built relationships with Google, Samsung and other technology companies, securing early product access for original reviews and coverage.

SPECIALIST & CONSULTING ENGAGEMENTS

Meta | Speech Quality Expert (Contract) | 2026-Present

Evaluate generative speech outputs and annotation quality across tone, intent, naturalness and audio fidelity, turning nuanced feedback into consistent review standards.

ElevenLabs | Early AI Voice Contributor | Project-based

Provided script reads, licensed voice data and performer insight for early voice-model work, and developed product storytelling.

Benzinga | Financial, Markets & AI Writer | Project-based

Produced analysis, product-led content and scripts across equities, crypto, fintech, AI and emerging technology.

Ingredients Online | Lead B2B Marketing Copywriter | 2019-2024

Led web, SEO, email, advertising, social, video and product copy for a global B2B marketplace; managed writers and established messaging standards.

SELECTED PRODUCT PROJECTS

AuditionScenes.com | Founder & Product Builder

Built a creator platform with searchable scenes and AI-assisted casting and rehearsal workflows. Own product positioning, UX language, onboarding, SEO, email and creator education.

senti.watch | Founder & Product Builder

Built a sentiment and crisis-monitoring platform that tracks press and social narratives, competitor movement and reputation risk; designed the product story and user-facing workflows.

CREATIVE RECOGNITION

Award-winning writer, director, producer and professional voice artist. Okay Google was selected for the Oscar-qualifying Edmonton International Film Festival, Fridge won Best Film at Pasadena International Film Festival, and Buy The Dip is an independently produced crypto comedy film.

Selected clients and credits include Ubisoft, Microsoft, Disney, BBC, Johnson & Johnson, Jeep, Assassin's Creed IV: Black Flag, It's Always Sunny in Philadelphia and Vikings.

EDUCATION

M.A., Screenwriting
National Film School, IADT

B.A., Acting
Manchester Metropolitan University School of Theatre