



SAMANTHA GEIER

MARKETING AND COMMUNICATIONS MANAGER

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My Net Worthwhile® is leveraging communication to support effective collaboration and inspire success.

Gifted in producing vibrant marketing collateral to support our brand's global voice, Samantha helps connect the public and other companies to SignatureFD's mission, values, and vision. She oversees the development and execution of all marketing and communication strategies and is committed to helping uphold the SignatureFD brand at every touchpoint. She holds a HubSpot Inbound Marketing certification and is an ICAgile Certified Professional in Marketing.

With over a decade of experience in marketing and communications, she has grown her expertise in marketing strategy creation and implementation, including brand positioning, messaging, content creation, copywriting, and more. Samantha has a Bachelor of Arts in Communications and Journalism from the University of Kansas and an Associate in Fine Arts from Garden City Community College.

Samantha reads to senior citizens at various centers around the holidays and has volunteered as a youth volleyball coach at the YMCA. In addition, she enjoys reading fiction novels of all kinds, plays guitar, sings, and participates in community theater.