

**BIO**  
**SAMANTHA BEDFORD**



# BIO

# SAMANTHA BEDFORD

Samantha Bedford is an award-winning digital expert who provides SMEs and B2B marketers with sophisticated web analytics and data analysis expertise to coordinate effective, trustworthy marketing and sales actions throughout the B2B customer journey.

Samantha's ability to integrate customer experience across every department of an SME stems from extensive knowledge of various fields, including Search Engine Optimization (SEO), Pay-Per-Click (PPC), Digital Media, Advertising, Lead Generation, Conversion Optimization, Customer Experience (CX), Conversion Rate Optimization (CRO) and more.

She has founded her own award-winning digital marketing agency called Pico Digital Marketing, which has been consistently growing for more than 8 years. It has received the 2018 Gold Award and Transforms Awards North America for the Best Rebrand of a Digital Property and the 2018 Diamond Winner Award for Marketing Excellence from the Informational Technology Services Marketing Association (ITSMA).

As a pioneer in the digital space, Samantha has enriched her digital experience while working in senior roles across the US, South Africa, and United Kingdom. Her notable roles include Cross-Channel Director at the 90octane strategic marketing agency, Advisory Committee Member for customer experience strategy and customer-first culture at the University of Colorado Boulder, and Senior VP of Digital Media at Location3 Media in Denver, Colorado where she was a Stevie Award Finalist at the 2011 Stevie Awards for Women in Business.

Committed to self-education, Samantha has a Bachelor's Degree in Marketing Communications and Media Management from the AAA School of Advertising in South Africa, a degree in Organizational Analysis from Stanford University, an MBA from The Power Business School, and a Certificate from the University of Colorado Boulder for completing the CU Boulder Customer Experience Program.

Her drive to push for constant improvement shows through her relationships. She endeavors to stay on top of cutting-edge practices that ensure the best-in-class campaigns for all clients. Samantha is also a qualified Microsoft Ads Professional, Google Premier Partner, Google Analytics Professional, Google AS Professional, Yext Certified Professional and Amazon Ads Certified Professional.



# BIO

# SAMANTHA BEDFORD

Outside the professional sphere, Samantha dedicates herself to empowering the next generation of digital professionals by working with schools at various levels. She served as the Vice President and Marketing Communications Chair at the High-tech Elementary School in Denver for over 8 years, as the President of the Monarch Montessori School PTA in Denver for over 9 years and as a Spirit Committee Chair at the Blessed Sacrament Catholic School in Denver for over 5 years.

Samantha relies on a tried-and-tested methodology perfected throughout her career in media planning, search engine marketing and social media spanning more than 25 years. Samantha adopts a go-to-market strategy that combines real-time data with specialist insights and a long-standing passion for innovation to streamline business growth.

## SAMANTHA BEDFORD - DIGITAL SPECIALIST



[WWW.SAMANTHABEDFORD.COM](http://WWW.SAMANTHABEDFORD.COM)



[SAM@SAMANTHABEDFORD.COM](mailto:SAM@SAMANTHABEDFORD.COM)



[WWW.LINKEDIN.COM/IN/SAMBEDFORD](http://WWW.LINKEDIN.COM/IN/SAMBEDFORD)