

Sami Postma

Event Services & Marketing Professional

360-544-2440 | samipostma@gmail.com | Freeland, WA

PROFESSIONAL OVERVIEW

Event management and communications professional with 15+ years coordinating events, vendors, staff, and facilities in fast-paced, community-oriented organizations. Experienced managing event logistics and venue rentals from initial inquiry through day-of execution, overseeing budgets and vendor relationships, supervising staff, and creating a welcoming, well-run environment for guests, clients, and partners. Skilled at taking ownership of many moving pieces and turning them into a seamless experience.

WORK EXPERIENCE

EVENTS & EDUCATION COORDINATOR | Goosefoot Community Fund, Langley WA OCT 2016 – PRESENT

- Plan and execute 10 or more events annually ranging from 20 to 500 attendees, including festivals, music events, private gatherings, and educational workshops. Coordinate vendors, manage room or site setup and teardown, oversee staffing, and day-of logistics.
- Supervise and coordinate up to 5 staff members to support event operations for smooth execution.
- Organize and teach business workshops on finance, marketing, and industry-specific topics for food producers and artists. Coordinate external professional instructors.
- Manage all advertising design, purchasing, and placement. Maintain organizational website.
- Expert-level proficiency in Adobe Creative Suite, Canva, DaVinci Resolve, and social media management tools.

PROGRAM DIRECTOR | Island County Economic Development Council, Coupeville WA JUN 2012 – OCT 2016

- Directed program development, sponsor recruitment, and partner relations for a regional economic development organization.
- Grew organization membership from 58 to 210 businesses over 4 years.
- Developed and launched new programs, including a student entrepreneur program, a business expo, and a partner education series.
- Built relationships with the business community, elected officials, and government partners, establishing the organization as the leading business resource in Island County.
- Produced weekly member e-newsletter, sustaining a 40% open rate over 3 years.

FREELANCE WEB DESIGNER & MARKETER | Sami by Design, Whidbey Island WA MAR 2015 – PRESENT

- Provide web design, marketing, and social media services to a concurrent portfolio of up to 18 micro business clients.
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VOLUNTEER EXPERIENCE

BOARD PRESIDENT (previously Board Secretary) | Sno-Isle Libraries Foundation, WA OCT 2020 – PRESENT

- As the philanthropic arm of Sno-Isle Libraries, the Sno-Isle Libraries Foundation partners with individuals, businesses, foundations, corporations, and community organizations to fund innovative and inspiring programs throughout the Sno-Isle Libraries District and expand the capacity of the library to serve more people.
- Serve on Executive, Marketing, and Donor Engagement & Events committees, and supporting staff in executing donor engagement events.

MARKETING & FOOD COURT CHAIR | Coupeville Festival Association, Coupeville WA JUN 2014 – PRESENT

- The Coupeville Festival Association works to promote quality handcrafts and the arts, ensure cultural enrichment, beautify and preserve the unique historical qualities of the Coupeville community. Through the annual Coupeville Arts & Crafts Festival, the CFA brings thousands of visitors to Coupeville, raises tens of thousands of dollars annually for scholarships and community grants, and promotes skilled arts and handcrafts.
- Recruit, vet, and coordinate food vendors, liaising with the county health department, overseeing vendor setup, and managing vendor fee collection.

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- Design and maintain the website, develop the poster with the selected artist, design and ordering all ads, and maintain the organization's social media profiles. In 2026 alone, the Facebook page saw more than 515K views and 676 new followers (a 223% increase), and Instagram 59.9K views and 284 new followers (a 350% increase).
 - Capture event photography and videography.
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EDUCATION

Master of Integrated Marketing Communications | Marist College, NY

Graduated: 2016

Bachelor of Arts in English & Technical Writing Certification | Weber State University, UT

Graduated: 2012

SKILLS

Event Planning & Logistics • Vendor & Contract Management • Budget Management • Staff Supervision • Facilities & Operations Coordination • Project Management • Customer Service • Public Relations • Written & Verbal Communication • Attention to Detail