

Samantha Najera

CEO • Producer • Marketing and Brand Strategist
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Professional Summary

Award-winning marketing strategist and media entrepreneur with 20+ years of experience in television, film, and digital media. Founder of **HeartFire Media**, a creative marketing and PR firm known for impactful campaigns and video content, and co-creator of **Bean & Chisme**, a viral Latino brand turned business. Expert in **influencer collaborations, brand partnerships, talent relations, and sales strategy development**. Proven ability to build processes from the ground up, train teams, and scale companies through creative storytelling and multicultural engagement.

Core Competencies

- Producing and Directing
 - Marketing & PR Strategy
 - Influencer & Celebrity Campaigns
 - Talent Relations & Agent Partnerships
 - **Sales Strategy & Process Development**
 - Team Leadership & Training
 - Video Production & Brand Storytelling
 - Social Media Growth & Analytics
 - Sponsorship Development
 - Multicultural & Latino Market Engagement
 - Community Relations
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Experience

Founder & CEO – HeartFire Media LLC | San Antonio, TX | 2012 – Present

- Built award-winning creative agency serving healthcare, nonprofits, consumer brands, and entertainment clients.
- Executed **influencer campaigns with national and regional brands**, securing measurable ROI.
- Developed celebrity partnerships and managed **talent relations with artists and their agents**.
- Won **Silver Addy Award**; voted “Best Startup in San Antonio” (*San Antonio Current*).
- Clients include **University Health Systems, Morgan’s Wonderland, WB Liquors, Pizza Patron, SJRC Texas**, and more.

Co-Creator & Executive Producer – Bean & Chisme | Nationwide | 2017 – Present

- Built Bean & Chisme into a **media company and recognizable brand with a nationwide following**.
- **Developed and implemented sales strategies and processes** from scratch, growing revenue streams.
- Managed and trained a team on **sales systems and client acquisition processes**.
- Produced influencer partnerships and branded campaigns with **major national and regional brands**.
- Negotiated talent appearances and celebrity partnerships to boost visibility.
- Produced and Directed branded live shows, skits, events, and digital campaigns that combined comedy, culture, and marketing.

Reporter – ABC 40 News | College Station, TX | 2008 – 2010

Production Assistant – KSAT 12 News (ABC Affiliate) | San Antonio, TX | 2006 – 2008

Production Assistant Intern – Turner Studios | Atlanta, GA | 2005

Education

B.A. Communications | University of the Incarnate Word – San Antonio, TX

Awards & Recognition

- Silver Addy Award – American Advertising Federation
- Best Startup in San Antonio – *San Antonio Current*
- Top Influencer to Watch in San Antonio- MYSAs.com

References:

Mario Orellana- News Director- KSAT 12 ABC Station, 210-542-8484

Charisma Machado- CEO-Eleven Jump, 925-577-4721

Patricia Mejia- Spurs Sports and Entertainment- Chief Impact and Inclusion Officer, 210-385-3503