

Samuel Good

B2B Marketer | Narrative Designer & Content Strategist

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Professional Summary

A creative strategist and writer with over 4 years of experience bridging the gap between complex narratives and compelling storytelling. Unique dual-competency in driving creative narrative output and B2B content. Currently leading a B2B marketing department at Nitrado for their GameFabric platform, I have been the first marketer on the project defining the brand's voice, content, and vision. Responsible for blog output, social media communication, website design and copy, landing pages, internal stakeholder management, sales enablement, and delivering high-value items on time and under pressure, all within our branded narrative. Most recently, led the adoption of automated AI workflows via n8n, Google Vertex, and Claude. Proven track record of distilling high-level ideas and abstractions into cohesive, branded storytelling. I thrive in roles where I can implement my passion for storytelling, leveraging my deep-rooted appreciation for symbolism, prose, and narrative design.

Writing Projects

Substack | [Mythopoeia](#)

A digital repository of analyses exploring the intersection of myth, symbolism, and narrative architecture in modern fiction and gaming. Features deep-dives into Arthurian legend, the philosophies that drive RPG narrative, and the psychological archetypes of the monstrous.

Narrative Design Sample: Well Done, Good and Faithful Servant

(See attached PDF)

A comprehensive vertical slice developed for a dark fantasy RPG environment. Includes a multi-pathed quest design doc, technical branching logic, bestiary entries, and lore-integrated itemization.

Rogues of the Road

Developing a narrative-driven experience focused based on an in-progress novel, blending the low fantasy genre with a wild west flair. Using Twine for complex branching and Scrivener for world building, character arcs, and manuscript production

Professional Experience

B2B Marketer | Nitrado

2024 - Present

- **Narrative Content Strategy:** Developed brand narrative, SEO-driven content, video & interview scripts, social media presence, roadmaps, and internal guidelines. Skilled at creative storytelling and adapting tone for distinct audiences, translating high-level specs into reader-friendly material across blogs, success stories, social media, and infographics.

Freelance Writer | Canada & Germany

2021-2024

- **Communication and Narrative Messaging:** Produced blog posts, landing pages, buyer and seller guides, medical resource pages, interview scripts, and social media posts for a variety of clients.

Chief Operating Officer | Healthy Growth Vending

2016 - 2021

- **Co-founded and operated small business:** Managed the administrative and operational aspects of the business. Drove the marketing material, website copy, and messaging. Daily, independent problem-solving and critical decision-making responsibilities.

Technical Skills & Tools

- **Creative Production:** Figma, Canva, Scrivener, Twine, Asana, Wordpress (+ Elementor).
- **Marketing & Strategy:** SEO Strategy, Lead Generation, Product Positioning, Competitor Analysis, Case Studies, Infographics, Social Media Strategy.
- **Languages:** English (Native), German (B1), French (A2).

Core Attributes

Approach: Deeply curious, passionate about narrative design, prose, and communication. A problem solver who loves to breathe life into abstract ideas, giving them tangible form and fleshing them out. Despite a proven record of independent work, greatly enjoys and thrives in team-oriented solution development and personal relationship building.

Personality: Lover of games, literature, film, and all things storytelling. Mission-driven mindset paired with a Hobbit-like appreciation for the little things in life. Big fan of dogs.