



Samantha Richardson

Head of Marketing

Samantha Richardson is a marketing executive with almost twenty years' experience leading marketing teams in the private sector.

As Head of Marketing at GIVIT, Samantha has a strong focus on brand growth, stakeholder engagement and transforming digital experiences for GIVIT supporters and users. She manages social media, digital marketing and media relations teams to build the profile of GIVIT among all stakeholders and inspire action.

Samantha has held previous leadership roles within the finance and insurance sectors and holds a Bachelor of Commerce and Bachelor of Science degree.

About GIVIT

GIVIT is a not-for-profit donation platform that works with more than 4,700 support organisations around Australia to ensure vulnerable people get what they need when they need it most. This includes people recovering from an emergency event, or experiencing hardship due to circumstances such as drought, domestic and family violence, homelessness, disability, and mental health. Through GIVIT.org.au, offers of goods and services are captured online, removing the need for charities and services to sort, store and dispose of unrequested donations, saving valuable resources. 100% of donated money received by GIVIT to support people in need are used to purchase essential items and services.