

SAMANTHA PETERSON

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EXPERIENCE

LOYOLA AD TEAM | NATIONAL STUDENT ADVERTISING COMPETITION, *New Orleans, LA*

BRAND STRATEGIST & MEDIA DIRECTOR (January 2021 –)

- Developed an in-depth understanding of client's brand to create an insight-driven creative brief
- Utilized syndicated research and consumer insights to develop digital marketing strategies to meet client goals
- Conducted focus groups and created surveys to develop strategies using key findings from primary research
- Collected and analyzed consumer data, including demographics, preferences, and cultural trends (MRI-Simmons, Nielson)
- Collaborated and built working relationships with the team's creative, account, and production members

BRASS ROOTS FOOD, *New Orleans, LA*

BRAND MARKETING INTERN (August 2019 – January 2020)

- Helped manage Instagram and Facebook accounts to increase brand awareness and followers
- Curated food photography to be featured on social media channels to highlight the company's products
- Reached out to influencers and other food and beverage companies for partnerships and collaborations
- Created emails on Mailchimp updating customers on new deals, sales, recipes, and blog posts

JAW MEDIA, *Santa Rosa Beach, FL*

SOCIAL MEDIA INTERN (May 2019 – August 2019)

- Created captions, hashtags, and organized content for three businesses' Instagram accounts
- Reached out to influencers to do collaborations and partnerships on Instagram
- Created spreadsheets and organized content for potential clients and influencers
- Helped with photo styling and product photography for social media channels

CITY SURF FITNESS, *New Orleans, LA*

FRONT DESK EMPLOYEE (January 2019 – May 2019)

- Greeted and responded to customer inquiries, requests, and issues in a timely, personable, and efficient manner to resolve any concerns
- Utilized Mindbody application to check-in and add new customers to the studio
- Contributed to positive, empowering work environment by consistently performing assigned day-to-day responsibilities

LEADERSHIP

National Student Advertising Competition (NSAC), *Loyola University New Orleans*

Strategy Director & Media Planner (January 2021 – May 2021)

EDUCATION

LOYOLA UNIVERSITY NEW ORLEANS, *New Orleans, LA* (May 2021)

Bachelor of Arts in Mass Communication, Concentration in Advertising

Minor in Marketing

GPA: 3.98; Dean's list 6/6 semesters

Kappa Tau Alpha member 2021

SKILLS

General: Strategic Planning, Email Marketing, Media Planning, Feature Writing, Consumer Behavior Insights

Software: Adobe Photoshop, InDesign, Illustrator, Premiere Pro, Google Analytics, Microsoft Office Suite, Mailchimp

Social Media: Instagram, Facebook, Twitter, Snapchat, Pinterest