

SAMANTHA TAYLOR

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EDUCATION

University of North Carolina at Chapel Hill - School of Media and Journalism May 2016 (Expected)

Bachelor of Arts in Advertising and Global Studies; Cumulative GPA: 3.3/4.0

Cours de Civilisation française de la Sorbonne

June 2014 – July 2014

Two 4-week courses in Upper-Intermediate French language and French history; completed a final study abroad project

EXPERIENCE

Capstrat, Raleigh, NC

Professional Services/Technology Team Intern

Jan. 2016 – Present

- Assist Account Coordinators/Executives with daily client services tasks including internal meetings and client calls
- Conduct client-facing research to support campaigns, including publication analysis and target audience research
- Shadow agency members and attend internal meetings to learn individual roles and the agency workflow

Crash Campaign, Chapel Hill, NC

PR Leadership Team

Aug. 2015 – Nov. 2015

- Wrote content and gave art direction for an integrated ad/PR campaign for the 24-hour marketing challenge
- Grew the organization's reach on campus by generating media coverage before, during, and after the event

UNC Panhellenic Council, Chapel Hill, NC

Vice President of Communications

Nov. 2014 – Nov. 2015

- Coordinated communications among the 2,000 women in 12 Panhellenic sororities, and with partner organizations
- Managed Twitter, Instagram, Pinterest, and Facebook on a regular basis to promote all Panhellenic/partner events
- Designed, ordered, organized, and distributed \$14,000 of PR merchandise for over 2,500 recruitment participants

Recruitment Counselor

Mar. 2014 – Sept. 2014

HOWARD/MERRELL, Raleigh, NC

Account Management Intern

May 2015 – Aug. 2015

- Assisted the Account Manager with all daily tasks at the full-service advertising and communications agency
- Supported multiple agency functions including client communications, research, and project management

Training Industry, Cary, NC

Internal Marketing Intern

May 2015 – Aug. 2015

- Led team through creative discovery project: gave art direction to design interns, managed project timeline
- Executed 12 research projects consisting of internal staff interviews, competitive analyses, and creative briefs

Editorial Intern

May 2014 – June 2014

- Wrote press releases for TrainingIndustry.com and edited content for Training Industry Magazine
- 2014 Training Industry Conference & Expo: created and edited promotional materials in InDesign; wrote and edited content for email marketing releases and conference website; assisted the Event Planner with live event logistics

Marketing Intern

June 2013 – Aug. 2013

- Aided in the research and planning of a comprehensive marketing campaign for a learning technology company
- Collaborated with the Creative Director, Graphic Designer, and editorial staff to design 2 magazine covers
- Updated 500+ customer contacts in company database and loaded 225+ new sales leads into salesforce.com

The Daily Tar Heel, Chapel Hill, NC

Photographer, Visual Desk

Aug. 2014 – May 2015

- Photographed/wrote captions for stories published in UNC's student-run newspaper including multiple front covers
- Additional photos were published in online galleries found at: www.dailytarheel.com/staff/samantha-taylor

INVOLVEMENT / ACTIVITIES / SKILLS:

Honors: Order of Omega International Greek Leadership Honor Society, Deans List 3 Semesters

Involvement: E.A.S.E (Easing Abroad Students Entry); Pi Beta Phi Sorority; UNC Ad Club, Triangle AdFed

Activities: Crash Campaign, Carolina Challenge, AAF National Student Advertising Competition (NSAC)

Skills: Adobe Acrobat, Adobe InDesign, CisionPoint, Hootsuite, MRI+, Qualtrics, SurveyMonkey, WordPress