**Samantha Smith**

**925 Francis St. South Haven, MI**

**269-930-2486**

[**Sessmith7@gmail.com**](mailto:Sessmith7@gmail.com)

**Website/Portfolio**

<https://www.samanthaesmithportfolio.com/>

**Education**

**Bachelor of Arts – Magazine Journalism**

*Ball State University - Muncie, IN**- August 2011 to December 2015*

**Minors in Women, Gender and Sexuality Studies, and, Advertising**

*Ball State University – Muncie, IN* ***–*** *August 2012 to December 2015*

**Skills**

**•** Knowledgeable in AP style- 9 years

**•** Strong written and verbal communication skills

**•** Capable of performing in-depth and thorough research

**•** Blogging - 7 years

**•** Script writing (radio & sketch comedy) - 7 years

**•** Freelance Writing- 5 years

**•** Public Relations- 4 years

**•** Social media Management & Marketing- 4 years

**•** Experience in editing and recording voice over work- 4 years

**•** Online Graphic Creation Platforms- postermywall.com & Canva.com- 3 years

**•** Newspaper reporting- 2 years

**•** Online Publication Reporting- 2 years

**•** Google Suite - 2 years

**•** SEO- 1 year

**Work Experience**

**Freelance Writer**

*Various – February 2018 to present*

* Potguide.com
* Pet Lifestyles Magazine
* Scandalous Woman Magazine
* Green Health Media

**Department Manager- Marketing and Communications**

*The Green Door – Bangor, MI- December 2017 to April 2022*

* Lead bi-weekly marketing meetings
* Acted as head of Marketing Department during Green Door corporate meetings
* Managed key organizational marketing and communications initiatives for The Green Door
* Created advertising content and materials for print and online outlets
* Oversaw and managed all Green Door social media platforms
* Organized and scheduled mass texts to customers through Blackbird texting program
* Researched costs and orders merchandise for all Green Door locations
* Collaborated with advertising representatives in creation, writing, and designing of advertisements on representatives’ platforms
* Wrote radio scripts and acts as the voice over for The Green Door’s radio commercials
* Organized advertising budget for all Green Door locations
* Self-conducted various research projects that benefit The Green Door as a company.
* Acted as liaison and spokesperson between the media and The Green Door as a company
* Wrote press releases to media outlets as needed
* Assisted in interviewing and hiring employees

**Newspaper Reporter**

*La Porte County Herald-Dispatch – Michigan City, IN- June 2016 to November 2017*

Reported local news stories for a daily newspaper in Michigan City and La Porte, Indiana. My beats included local politics, community events and issues within the Michigan City school system.

* Collected information on assigned topics to report in an accurate manner while meeting tight deadlines.
* Interviewed sources in-person or over the phone who were relevant to each story that was written.
* Asked difficult and insightful questions to the source of the story.
* Collaborated with the News Editor and other reporters to develop daily story ideas.
* Followed-up on leads
* Maintained various relationships with outside news sources and community officials.
* Conducted research on topics related to each story in order to be as informed as possible.
* Fact-checked all work that was done.
* Captured photos that were relevant to each story
* Created press releases as needed

**Internships**

**Women and Gender Studies Program Organizational Development Intern**

*Ball State University—August 2015- December 2015*

* Helped brainstorm, plan and promote events throughout Ball State University’s campus that promoted the Women and Gender Studies (WGS) Program in a positive light.
* Researched and collected information and requirements of WGS programs or departments at all colleges and universities throughout the United States in order to make the Ball State WGS program more beneficial to students in regards to types of classes that were offered and education strategies.
* Helped lead presentations that educated people about the WGS program and topics related to classes taught within the program.

**Hope for Women Magazine**

*Social Media Intern- June 2014-December 2015*

* Constructed a national search of motivational speakers for the 10th anniversary women’s conference in Muncie, Indiana.
* Contributed design ideas for marketing team
* Managed multiple social media platforms through the social media management website, Hootsuite

**References & Links**

**Brock Havens**

On-Air Personality- Rock 107 WIRX

Midwest Family Broadcasting

580 E Napier Ave, Benton Harbor, MI 49022

608-225-56816

**Sara Crouse**

Marketing Manager- Sunset Coast Provisions

980 E State St, Cassopolis, MI 49031

Former Sales Representative- Midwest Family Broadcasting

269-405-3317

[sara@highwayhorticulture.com](mailto:sara@highwayhorticulture.com)

**Zak Kizer**

Assistant Professor of Communications- Iowa Lakes Community College

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219-512-0308