Samantha Wilson

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**Objective** To obtain a position as a marketing coordinator for VI Marketing and Branding

**Education** **Bachelor of Arts in Journalism and English**

Oklahoma State University **–** Stillwater, OKMay 2012

*GPA 3.1*

**Skills and Abilities**

Research

* + Frequently used ProQuest, EBSCO HOST, JSTOR and Google Scholar to research numerous subjects
  + Acted as the Research Director for a student team for a communications plan for Prevent Blindness Oklahoma
  + Experienced in using Meltwater, OPEN, Compete, and TV Eyes to compile media records

Writing

* + Knowledgeable in AP style and structure since 2009; utilized the AP Stylebook while writing pop culture feature stories and opinion columns for The Daily O’Collegian
  + Experience writing food drive related press releases as assigned
  + Responsible for distributing public service announcements to radio

Social Media

* + Experienced using Facebook and Twitter; familiar with TweetDeck and HootSuite
  + Familiar with updating and maintaining corporate blogging websites

Microsoft Office

* + Proficient using Word, PowerPoint, and Excel
  + Experience with incorporating tables, graphs, flowcharts, and animation
  + Proficient in mail merges

**Work Experience**

Regional Food Bank of Oklahoma 2012-2013

* AmeriCorps Member/Public Awareness Coordinator
  + - * Manage and organize food drives
      * Correspond with individuals and businesses involved in food drives
      * Track and report all media coverage using a variety of tools
      * Write weekly reports regarding media coverage
      * Write, send, and follow up on press releases
      * Assisted in coordinating and organizing the Feeding Hope, Letter Carriers', Students Against Hunger, and Feeding Oklahoma food and fund drives.
      * Conduct media audits
      * Event planning and preparation
      * Photo archiving
      * Other duties as assigned
  + Marketing Intern
    - * Performed marketing and public relations tasks as directed by the Vice President of Marketing and Director of Marketing
      * Arranged follow-up phone calls with media outlets

The Daily O’Collegian 2010

* + Developed and authored opinion columns concerning pop culture
  + Conducted interviews