

# SAMANTHA M. NOVOBILSKY

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sam.novobilsky@gmail.com

## PROFESSIONAL EXPERIENCE

### **Morris County Golf Club**

*Administrator/Member Services Representative*

**Morristown, NJ**

*October 2014 – Present*

- In charge of website maintenance and all digital marketing
- Responsible for launching new website with Fore Tees
- Develop and communicate all events, announcements to members i.e. emails, newsletters and publications
- Produce and organize timing of marketing material sent to membership
- Create and design projects: monthly calendars, seasonal magazines, menus, invitations, promotional pieces
- Help Assistant Manager & Event Coordinator with events

### **Hillside Farm**

*Horticultural Assistant*

**Hopewell, NJ**

*July 2004 – August 2013*

- Assisted Property Manager in every aspect of Betty Wold Johnson's estate
- Maintained detailed records of various plants, flowers, and wildlife found on the property over the years

### **New York Jets**

*Seasonal Assistant, Marketing Communications*

**Florham Park, NJ**

*August 2011 – February 2012*

- Helped strategize social media campaigns for various departments
- Compiled season ticket holder survey results, analyzed, and made recommendations for specific areas of improvement
- Brainstormed and implemented new merchandising marketing strategies and sales tactics
- Acted as a liaison with corporate sales and managed the ad trafficking process with the NFL for NewYorkJets.com
- Created email blasts for corporate sales and internal promotions sent to New York Jets season ticket holders

*Seasonal Assistant, Merchandise & Concessions*

*July 2010- February 2011*

- Contributed to the grand opening of the MetLife Stadium and the Jets Shop Flagship Store opening
- Planned and prepared weekly gifts for the New York Jets owner's suite
- Organized autograph signings with Alumni, current players, and Flight Crew Cheerleaders
- Planned onsite/offsite events for the Jets Women's Organization

### **Universal Music, Motown**

*Intern, Public Relations*

**New York, NY**

*February 2010 – May 2010*

- Scheduled phone interviews with Michael Bolton, Melanie Fiona and other artists for various media outlets
- Organized press releases, press alerts, press kits, daily clips and clipping libraries for numerous music artists

### **20<sup>th</sup> Century Fox**

*International Intern, Public Relations*

**London, UK**

*June 2009*

- Coordinated press packets, dinner reservations, hotel accommodations for Cine Expo Amsterdam
- Planned press junkets and post screening interviews with international writers for *Adam*

### **Passion Style PR**

*Assistant, Marketing/Public Relations*

**New York, NY**

*November 2006 – June 2008*

- Assembled product samples for magazine editors including Allure, Zink, InStyle, Lucky, W Magazine, Nylon
- Supervised exhibit booth at fashion trade shows

## EDUCATION

### **Fashion Institute of Technology, State University of New York**

*Bachelor of Science in Advertising and Marketing Communications*

**New York, NY**

*August 2006 - May 2010*

## LEADERSHIP

*Volunteer*

*September 2010 - Present*

- Hoop, Walk and Roll SMA Charity, volunteered and collected donations
- Deirdre's house, purchased Christmas gifts for children
- Sandy Relief groups, donated clothing, food, dog food and dog toys

## OTHER INFORMATION

*Computer:* HTML & CSS, Adobe, Microsoft Office, PowerPoint and Excel, Jonas Software, QuarkXpress

*Certifications:* W.I.T.S. Personal Training, Spinning instructor through Mad Dogg Athletics, CPR/AED