

SAMANTHA SAIFER

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EDUCATION

University of Maryland – Robert H. Smith School of Business	College Park, MD
<i>B.S. Marketing; B.S. Operations Management and Business Analytics</i>	Overall GPA: 3.5
College Park Scholars – Business, Society, and the Economy (BSE)	Expected Graduation: May 2020
City, University of London	London, UK
Cass Business School	<i>Sept. 2018 – Dec. 2018</i>

PROFESSIONAL EXPERIENCE

The Madison Square Garden Company	New York, NY
<i>Partner Promotions Student Associate</i>	<i>June 2019 – Aug. 2019</i>
<ul style="list-style-type: none">• Prospect promotional partners based on brand goals and audience demographics• Track and analyze media metrics, partner support, and ticket sales/ROI as it relates to partner promotions• Manage CRM data to streamline outbound sales efforts and more effectively track inbound tourism to MSG	
Robert H. Smith School of Business – Office of Transformational Learning	College Park, MD
<i>Internship Program Coordinator</i>	<i>Dec. 2018 – Present</i>
<ul style="list-style-type: none">• Track student learning outcome data and interpret to Smith senior leadership• Guide team of 9 interns by delegating administrative/technical duties and conducting weekly check-ins• Recruit, interview and onboard 20 students, facilitate weekly training modules to aid in adjustment to OTL	
Philadelphia Eagles	Philadelphia, PA
<i>Ticket Operations and Fan Services Intern</i>	<i>May 2018 – Sept. 2018</i>
<ul style="list-style-type: none">• Learned and mastered different CRM databases such as Archtics, TicketMaster Host, and Salesforce• Helped organize and process incoming payments by creating batches and financial reports• Managed Stadium Builders License transfers and documentation with Ticket Operations Finance Manager	
University of Maryland Athletics – Facilities, Operations, and Events	College Park, MD
<i>Operations Associate</i>	<i>Oct. 2016 – Present</i>
<ul style="list-style-type: none">• Organize, manage, and plan operations for on-campus athletic events• Develop and execute gameday logistics for 20 Division I sports teams across eight different stadiums• Coordinate with 20+ department staff members to ensure a seamless experience for up to 50,000 fans	
University of Maryland Athletics – Marketing	College Park, MD
<i>Street Team Intern</i>	<i>Aug. 2016 – Aug. 2018</i>
<ul style="list-style-type: none">• Served as collegiate brand ambassador for the entire University of Maryland athletics program• Planned and budgeted a marketing event for Maryland baseball to increase student attendance by 50%• Acted as community liaison on campus and at local events to oversee dynamic marketing initiatives	
Newtown Athletic Club	Newtown, PA
<i>Youth Programs Marketing Intern</i>	<i>June 2017 – Aug. 2017</i>
<ul style="list-style-type: none">• Coordinated marketing initiatives by developing, maintaining, and expanding existing marketing channels• Enhanced marketing efforts by developing new direct campaigns and managing all social media accounts	

LEADERSHIP EXPERIENCE

Phi Chi Theta	College Park, MD
<i>Vice President</i>	<i>Dec. 2018 – Present</i>
<ul style="list-style-type: none">• Responsible for the day-to-day functioning and the overall internal operations of the 85-person chapter• Oversee all programs related to professional development, e.g. workshops, panels, and guest speakers	
Special Olympics	College Park, MD
<i>Prince George's County 5K Chair</i>	<i>Jan. 2018 – May 2018</i>
<ul style="list-style-type: none">• Partnered with the Special Olympics organization to plan and execute a 5K race that raised over \$11,000• Sourced 10 corporate sponsorships, resulting in donations totaling over \$2,000	

SKILLS & INTERESTS

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- **Skills:** MS Office Suite (Proficient); Archtics (Proficient); *Host* by Ticketmaster (Proficient); Salesforce (Proficient); Microsoft Dynamics CRM (Proficient)
 - **Interests:** Hiking; Travel; Sports; Reading