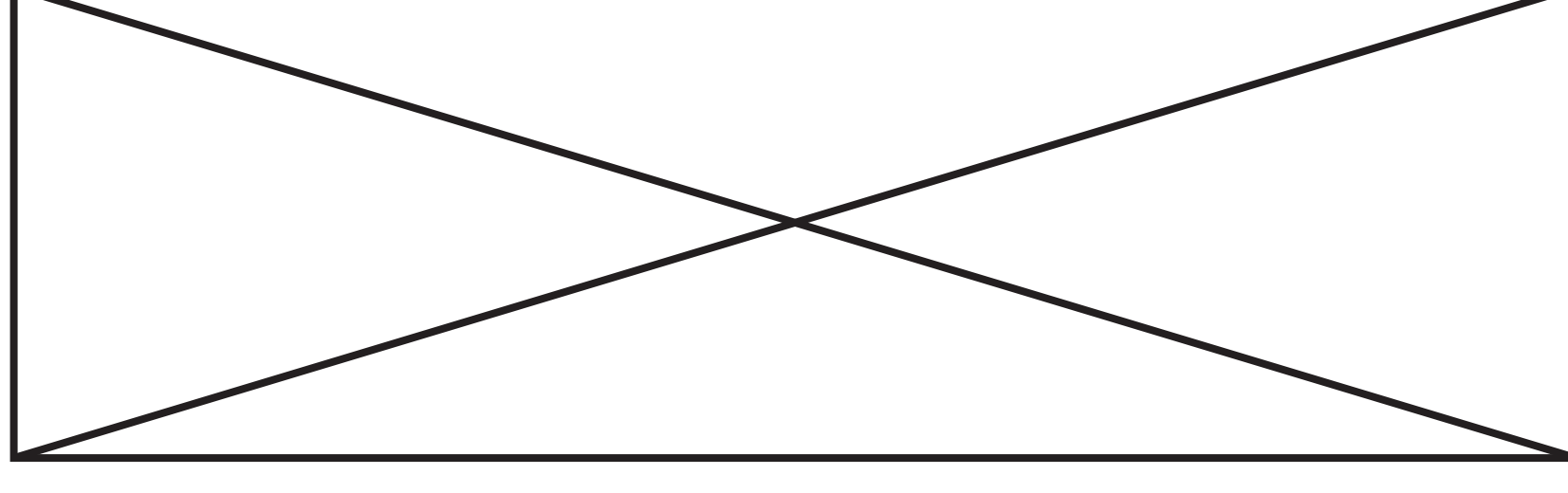


Samantha Moross

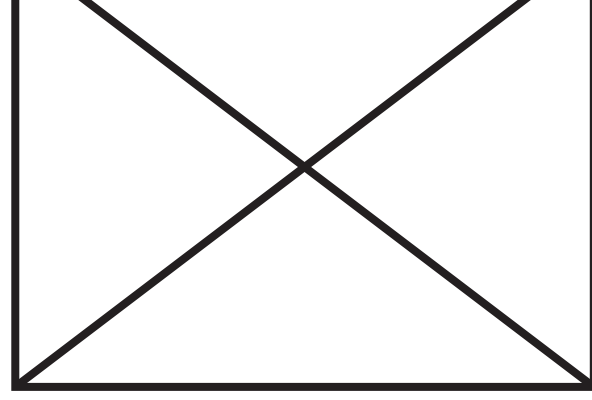
Home/Intro

"I am a University of Michigan School of Information student and will be working as a Digital Marketing Analyst for IBM's Hybrid Cloud starting Fall 2018."



About

Digital Marketing Analyst at IBM in New York City



I am a Senior at The University of Michigan - School of Information, majoring in User Experience Design. After graduation, I will move to New York to work for IBM's Hybrid Cloud, focusing on digital strategy.

When not studying and designing technology, you can find me out for brunch with friends or laying on the beach with a good book.

Experience

IBM - June-August 2017

Performance and Programmatic Marketing Intern

I contributed to the Marketing Platforms team by participating in a ten weekgroup research project on Kapost, IBM's new content workspace platform.

stensul - June-August 2016

Customer Success Intern

I usability tested the email platform and QA tested email campaigns, correcting HTML code mistakes that may cause technical issues.

Highgate Hotels - June-August 2015

Sales and Revenue Intern

I collected, organized and analyzed hotel revenue data for the Park Lane Hotel, reporting results of analysis and trends to management.

The OnSwitch - April-June 2014

Marketing Intern

I compiled and reviewed data for digital marketing campaigns for brands and events, emphasizing the impact of communication by social media.

Portfolio

Project Categories

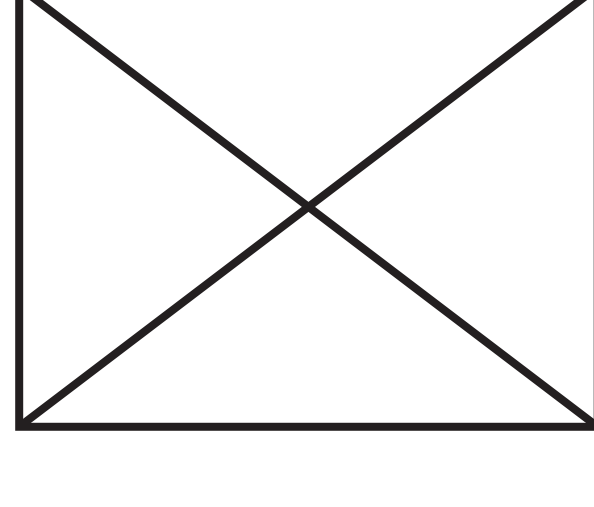
User Experience Research

Product Design

Graphic Design

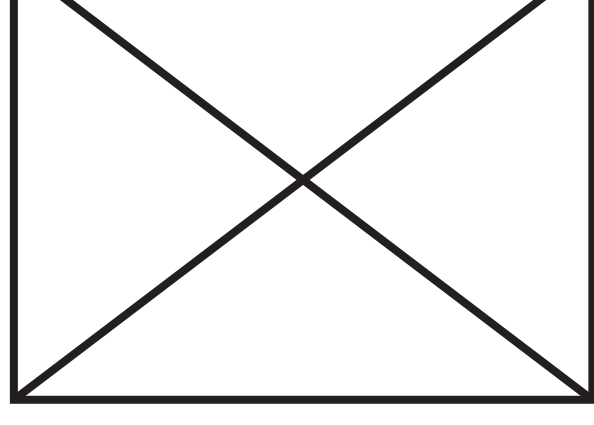
Other

User Experience Research



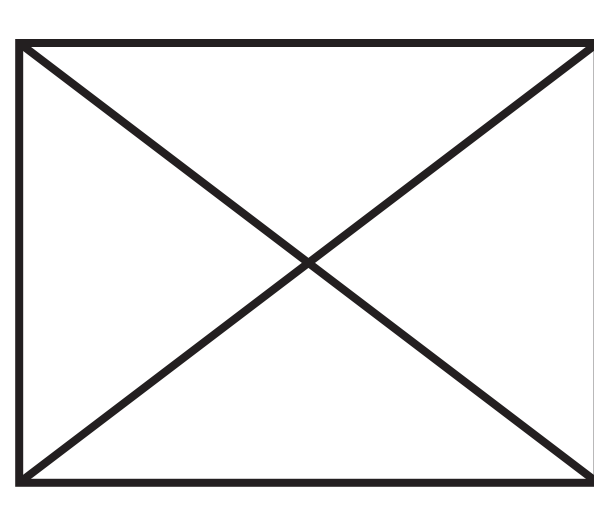
Spotify UX Analysis

Conducted a research analysis of the Spotify web platform, identifying user goals and offer suggestions for system improvement in formal presentation to U of M UX researchers.



Stubhub Website Usability

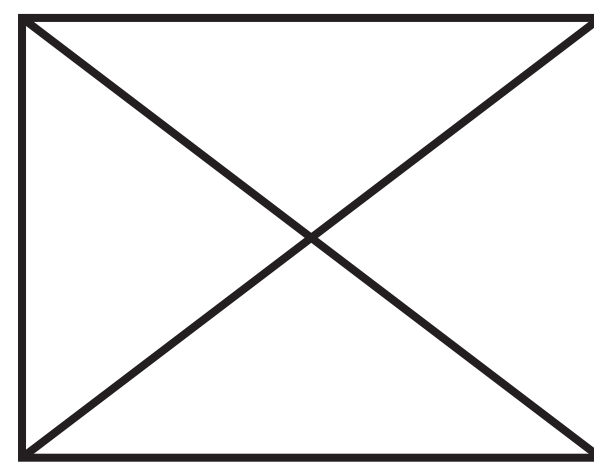
Applied various usability techniques such as competitive analyses, interviews, and usability tests to evaluate Stubhub's site user desires, needs, and capabilities, creating supported findings and recommendations



IBM Kapost Platform

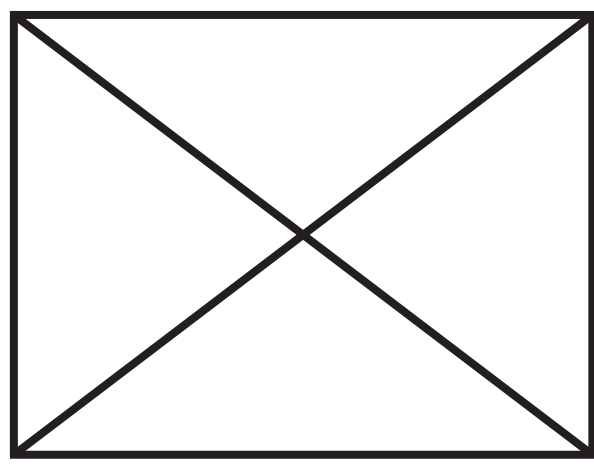
Gathered and analyzed data from user engage-ment research, developing insights and conclusions that apply to platforms across IBM.

Product Design



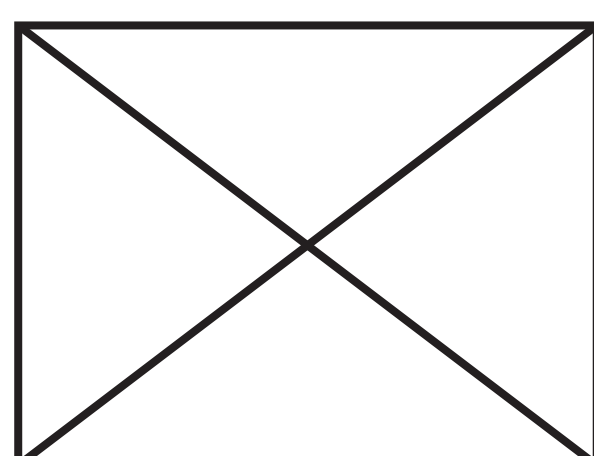
Train Commuter Application

Designed an interactive application using gamification to solve the problem that train commuters waste productive time.



Location Application

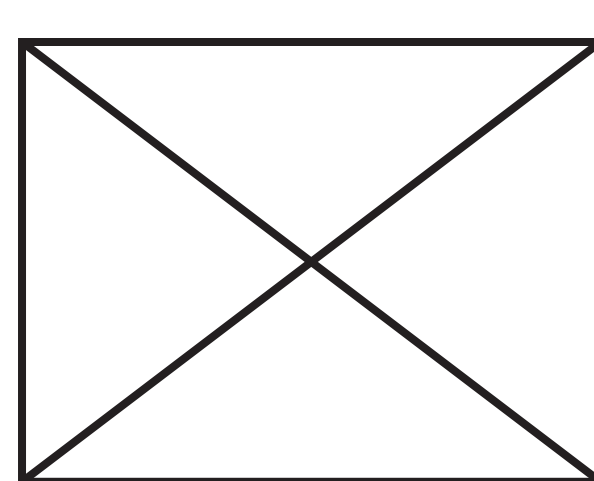
Utilized Python to build a Flask application that extracts information from Google maps and Instagram to display information about an input location.



Ticketmaster API

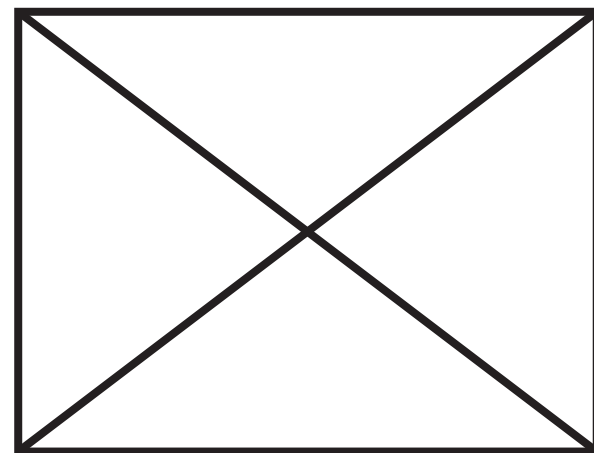
Used Python coding to create an original program to that outputs information about upcoming events when a user inputs an artist. It also reports all related artists sorted by popularity.

Graphic Design



Adobe Illustrator

Designed an infographic for the new wireless Beatsx headphones using practical layout of meaningful content that communicates the value of the product.



Adobe Photoshop

Designed 8 web banners for University of Michigan course promotion using a conceptual color palette and image selection.

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