

Samantha Ward

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Objective To obtain a position that will utilize both my creative tendencies and my technical skills to tell the impactful stories of others through coherent communication campaigns.

Experience

- Communications and Social Media Intern** 2015
Michigan State University College of Arts & Letters, East Lansing, MI
- Manage social media platforms and execute ad campaigns
 - Produce a range of multi-media content, including newsletters, articles, and graphic elements
 - Conduct interviews with students, faculty, and alumni to create articles and web content
- Undergraduate Public Relations Research Assistant** 2015
Michigan State University College of Communication Arts and Sciences, East Lansing, MI
- Conceptualize and perform literature review on topic regarding public relations
 - Employed content and data analysis on magazine ads and online surveys
 - Assisted in synthesizing and writing research paper to be submitted to academic journals
- Student Staff** 2014-2015
Michigan State University Scholarships and Fellowships Advancement, East Lansing, MI
- Maintain communications, accounting, and database information for effective office operations
 - Contribute blog posts and proof reading skills to communications works
 - Interact with external donors and internal employees within the University
- Design Team Member** 2014-2015
Professional Writing Design Team, East Lansing, MI
- Generated posters, flyers, and handouts for the Professional Writing major
 - Communicated with team members to gather and organize pictures and information
 - Edited end-of-year Professional Writing presentation with collected information
- President** 2012-2014
Capital Region Community Foundation Youth Action Committee, Lansing, MI
- Directed meetings of 30 teens in granting out money to projects helping youth in the area
 - Created publications and managed social media to market the program
 - Deliberated on which grant proposals would receive funding in two yearly granting cycles
 - Participated in many service projects including Salvation Army Toy Distribution, Jeans for Teens Drive, and Greater Lansing Food Bank Garden Project

Skills

- Social media skills: posting, engaging, creating paid advertisements, analyzing metrics, and implementing strategies-Facebook, Twitter, Instagram, Snapchat, YouTube, LinkedIn
- Photo and video editing experience-Adobe Photoshop and Premier, Final Cut Pro
- Document design experience-InDesign, Illustrator, PowerPoint
- Web authoring skills-Wordpress, Concrete5; xHTML and CSS languages
- Qualitative and quantitative research administration and analysis through surveys and focus groups
- On and off-camera interviewing experience for a variety of audiences and mediums including text articles, photo stories, and video.

Education

Michigan State University B.A., Professional Writing, East Lansing, MI
Minor: Public Relations
Minor: Arts and Cultural Management
Specialization: Communities and Cultures
Member of MSU Honors College
Expected graduation: May, 2017