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Samantha Gleason

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Education

Penn State University
Class of 2019, 3.94 GPA

Advertising Major
Digital Media, Trends & Analytics,
Business, and
International Studies Minors

SAI Rome Study Abroad
(Spring 2018)

Google Analytics Certified

Activities

Merchandise Product Development
Captain for Penn State Dance Marathon

Public Relations Director, Delta Gamma

Volunteer Video Producer at Shooting
Stars: Local YMCA sports program for
special needs youth

Volunteer at Harmony:
Musical theater program for special
needs youth

Design Experience

Munroe Creative Partners

Intern (May - August 2017)

- Worked with agency art directors on two sets of logo designs
- Assisted with client and internal campaigns from start to finish
- Designed event collateral and created social content for clients

Penn State Office of Undergraduate Education

Communications Intern (April 2016 - present)

- Designing print and digital graphics and flyers for 21 offices
- Full campaign design for Penn State Reads, including building a website through Wordpress and creating collateral for the program
- Student advisor/designer for multiple University-wide marketing campaigns

samonstage.com (@samonstage_lyrics)

Founder and President (2012 - 2016)

- Established and maintained an online business distributing original designs on posters, phone cases, stickers, & apparel
- Developed relationships with international vendors and sold over \$30,000 of product
- Distributed products all over the world and developed an online personal brand (samonstage) to over 250,000 followers on social media platforms

CommAgency

Marketing and Social Media Executive (Sept. 2016 - present)

- Established the initial brand for College of Communications funded Penn State student-run agency, including logo and website design
- Creating and executing social media strategy

Modular Space Corporation

Marketing Intern (May - July 2018)

- Rotation to four areas of marketing team: SEO & Social Media, Communications, Customer Experience, PPC
- Wrote and designed employee training presentation
- Researched and presented full audit of competition's online presence with suggestions to improve social strategy

Koi-Fly Creative Productions

Communications Intern (May - August 2016)

- Assisted with creation of social media and public relations strategy
- Concept and design of capabilities presentations
- Research and design of full marketing audit

Freelance Projects

Social Media Advisor for Undercover High, A+E Networks

Web design and video production for local clients