

Samantha Lurie

MARKETING SPECIALIST



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EDUCATION

Boston University • College of Communication

- May 2022 (projected graduation)
- Major: Advertising
- Minor: Journalism

The School of The New York Times • 2017

- Marketing and journalism student with a focus on music, art, and technology
- Studied under professionals at The New York Times, BuzzFeed, and Atlantic Records
- 3rd Place New York Times photojournalism contest winner

Mamaroneck High School • 2018

- High school diploma
- Member of the National Honor Society

EXTRA CURRICULARS

Editor-in-Chief • Her Campus BU Chapter

- Selected as EIC/Campus Correspondent for #1 internationally read chapter of online publication
- Oversees 130+ members across Writing, PR, Events, and Social Media Teams
- Edit and publish content seven days a week
- Collaborate with prominent brands and publications such as The New York Times, Primark, Under Armor, Garnier and more
- Lead executive and member meetings weekly

Also a member of...

- Guerilla Marketing Society (awareness marketing)
- WTBU Radio - Ladies of History (DJ, former intern)
- The Bunion - Satirical Paper (marketing team)

WORK EXPERIENCE

Her Campus Media • Marketing Intern

- Fall 2019
- Support integrated marketing campaigns across digital, experiential, and influencer platforms for clients of leading brands and retailers
- Efficiently measure and report campaign performance to ensure KPIs are being executed
- Produce weekly analysis reports highlighting key findings

Her Campus Media • Community Management Intern

- Summer 2019
- Recruit new chapters of publication across the country and internationally
- Conceptualize improvements for programming, expansion efforts, and incentives for chapters
- Create new innovative resources and training materials for global network of 380+ chapters
- Assisted with influencer projects and building of alumni network

Entrepreneur Media • Contributor

- Fall 2019
- Contributor for section 'Women Entrepreneur' highlighting the perspective of prominent business leaders
- Interviews entrepreneurs in the Boston and New York area to share their unique stories

Penguin Random House LLC • Publishing/Marketing Intern

- Spring 2018
- Shadowed professionals in publishing and academic marketing
- Read through unsolicited manuscripts and wrote reports on content
- Tracked literary data from academic institutions nationwide

SKILLS

- | | | |
|-------------------|-------------------|----------------------|
| • Communication | • Management | • Adobe programs |
| • Problem Solving | • Organization | • Excel |
| • Public Speaking | • Collaboration | • Microsoft programs |
| • Data entry | • Time Management | • Social Media |