

Samantha
LUND

contact

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SEATTLE, WA 98107

education

BFA COMMUNICATION
PACIFIC LUTHERAN
UNIVERSITY
TACOMA, WASHINGTON
2012 - 2016

expertise

CONTENT CREATION
UX/UI
PROJECT MANAGEMENT
JOURNALISM
COMMUNITY OUTREACH
ADOBE SUITE
GRAPHIC DESIGN
VIDEO EDITING
SOCIAL MEDIA
MARKETING
SEO ANALYSIS
MICROSOFT SUITE
PRESS RELEASES
EVENT PLANNING
PROBLEM SOLVING

resources

SAMANTHALUND.COM
@SAMANTHALUND
/IN/SAMANTHALUND

WORK *experience*

digital media specialist

BELLEVUE CLUB | HOTEL
OCTOBER 2017 - PRESENT

Managing the online presence of the Bellevue Club and Hotel as well as in-house digital signs.

I use the Adobe suite to design and modify digital marketing materials throughout the club and hotel. With this role, I also manage the club's marketing emails and social media campaigns. My most recent project has been the development of three completely new websites for the club, hotel and member-only sites.

public relations manager

ROSANNA INC. | SEATTLE, WA
OCTOBER 2016 - OCTOBER 2017

Managing and creating new relationships with media outlets.

Focused on brand development and online strategy to maintain Rosanna as an international household name in design.

Responsibilities include event planning, website and social media management, marketing and brand development, as well as every aspect of product pitching and brand journalism with major publications and blogs.

social media specialist

WEST COAST PUBLISHING | TACOMA, WA
MAY 2016 - OCTOBER 2016

Starting from scratch, my job is to develop, maintain and engage our community with dynamic social media presence for Washington Military Resource Media. That includes creating, editing and enterprising posts, scripts and articles for social channels, websites and blogs. With that, my other responsibilities include creating original content for executives' and company outlets.

communications writer

PACIFIC LUTHERAN UNIVERSITY | TACOMA, WA
SEPTEMBER 2014 - JUNE 2016

Create, innovate and write stories for Pacific Lutheran University's Marketing and Communication department to be featured on their home website: plu.edu. Working in conjunction with staff to help the PLU brand shine and maintain a news and accomplishment-oriented home page.