

SAMANTHA LOCKHART

slockhart06482@gmail.com | 203.364.7252 | trend-soup.com

Experience:

LeaseLabs, Content Marketing Specialist

November 2017-Present

- Oversee and manage content marketing accounts for leading firms in the multifamily industry
- Write creative copy for blogs, newsletters, website, social media, email, and marketing campaigns
- Lead creative strategy for content initiatives, typically revolving around lifestyle and home decor
- Utilize up-to-date SEO strategies in creative content initiatives
- Compile metrics from Google Analytics and present to clients in quarterly and annual reviews

LeaseLabs, Content Marketing Coordinator

September 2016-November 2017

- Wrote and edited content for client websites, blogs, social media, and email campaigns
- Managed Facebook and Instagram accounts with a focus on both organic content and paid content
- Researched and implemented up-to-date SEO strategies

TRENDtank, Content Contributor

June 2016-July 2017

- Sourced and contributed content to blog
- Managed social media platforms
- Curated content and trend themes for Instagram and Facebook accounts
- Analyzed data to strategize growth on social media

Rachel Roy, Marketing and Sales Intern

June 2015-October 2015

- Controlled the exchange of samples for public relations and sales purposes
- Organized and produced essential sales and marketing documents through Excel, InDesign, and Photoshop
- Monitored social media sites
- Assisted with photoshoots and communicated styling guidelines to stores

1883 Magazine, Features Intern

<http://www.1883magazine.com/>

October 2012-December 2012

- Conducted interviews and wrote feature stories for blog, website, and for print exploring music, film, art, fashion, and lifestyle
- Contributed to social media platforms
- Formatted and edited content using Adobe Photoshop

Education:

Lasell College

Bachelor of Arts in Fashion Communications and Promotion - Minor in Business - Honors Program

Boston University London - Journalism Internship Program

References:

Amy Newton, Former Digital Marketing Manager at LeaseLabs: 619 244 1956

Mylène Lemercier, Co-Founder & Multimedia Designer at TRENDtank: mylene@trend-tank.com