

# SAMANTHA COLON (she/her)

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## Aspiring Brand Marketing & Creative Strategy Professional

Skilled in Market Research, Campaign Development & Visual Storytelling Across Fashion, Media & Lifestyle Brands

### EDUCATION

#### Hunter College

New York, NY

Bachelor of Arts (BA) Major: Media Studies

May 2026

**Relevant Coursework:** Strategic Comm & Marketing, Public Relations: Theory and Practice, From Classroom to Career: Media.

### CREATIVE & ACADEMIC PROJECTS

#### Liberty Railways Media Kit

April 2025 – May 2025

- Collaborated with team members to research and develop a public relations campaign promoting Liberty Railway.
- Designed presentation materials by integrating group input, creating visuals and copy to engage the target audience.
- Presented a campaign with peers and responded to crisis scenario questions to demonstrate adaptability.

#### Marketing Plan Presentation for CABARET on Broadway

December 2024 – January 2024

- Developed cross-platform branding and digital ads to boost identity and reach.
- Designed interactive engagement initiatives to enhance audience involvement and loyalty.
- Proposed a cross-promotional partnership with Clase Azul to elevate prestige.

### PUBLICATIONS

- Pride House LA. [“COVER - Pride House LA Is Here to Stay!”](#) *Jejune Magazine*, 30 June 2021.
- Kalil, Haley. [“COVER - Haley Kalil - Smart Girl Summer.”](#) *Jejune Magazine*, 13 June 2022.

### WORK EXPERIENCE

#### Leap by FC - Marketing Intern

New York, NY | July 2025 – August 2025

- Produced benchmark reports on market and competitors to inform brand positioning, pricing, and strategy.
- Researched sustainable, high-performance fabrics to support product development and sourcing decisions.
- Developed pitch decks and digital marketing strategies, including social media trend analysis, to boost brand visibility.

#### Rozanna's Violins - Creative Marketing Intern

New York, NY | July 2024 – September 2024

- Collaborated with the founder to execute campaigns that increased visibility and engagement.
- Managed and customized the Shopify website by integrating graphics and copy to strengthen brand presence.
- Produced content for YouTube, TikTok, Facebook, and Instagram, increasing impressions by 80%.

#### Wiederhoeft - Assistant Stylist | Social Media Content Creator

New York, NY | February 2023

- Provided on-set support during NYFW, managing errands and backstage tasks to ensure smooth execution.
- Assisted lead stylist with dressing and look preparation to maintain visual consistency and creative direction.
- Created behind-the-scenes content to boost brand visibility and audience engagement across digital platforms.

#### Jejune Magazine

New York, NY | September 2020 – September 2022

#### Brand Marketing Intern | Content Creator | Editorial Interviewer | Photography Assistant

- Executed marketing campaigns to boost monthly sales and highlight featured merchandise.
- Wrote trend-focused articles and promoted them across social media to increase readership.
- Built brand partnerships and conducted online interviews for upcoming shoots.

### ACTIVITIES

#### CUNY Inclusive Economy Initiative – Media Cohort, Member

September 2025 – May 2026

- A selective career readiness program; completing milestones to earn the Rising Media Talent Badge

**High School Leadership:** Student Body President, Wrestling Captain | **Interests:** Traveling, Sustainability, Dog-walking, Wrestling

### SKILLS

**Technical:** Adobe Creative Suite, Microsoft Office Suite, Shopify, YouTube Studio SEO Website Coding & Management (HTML/CSS basics), Social Media Marketing, Pitch Deck & Presentation Design, Talent Outreach & Influencer Marketing.

**Languages:** English, Conversational Spanish