

# SAMANTHA COLÓN

## Communications & Marketing Consultant

CUNY Hunter College  
B.A. Media Studies and Communications  
Graduation year: 2026

I'm a communications and media consultant who's passionate about creating strong visual stories and using current trends to build brand strategies that make an impact.

LinkedIn Profile:  
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## Work Experience

**Marketing Intern** New York, NY  
Leap by FC  
*July 2025 - August 2025*

- Market and Competitor Research: Produced benchmark reports to guide brand positioning, pricing, and strategy.
- Research and Development: Focused on sustainable, high-performance sourcing to support product development.
- Branding: Developed pitch decks and digital marketing strategies, including social media trend analysis to boost brand visibility and engagement.

**Media and Communications Intern**  
Rozanna's Violins  
*July 2024 - September 2024* New York, NY

- Campaign Strategy: Collaborated with the founder of a violin company to strategize and execute campaigns aimed at increasing views and engagement.
- Website Design: Designed and maintained the Shopify site, customized themes and plugins while creating eye-catching graphics and compelling copy to enhance the online presence.
- Content Creation: Produced engaging content for YouTube, TikTok, Facebook, and Instagram, resulting in an 80% increase in impressions. Developed optimized product listings to drive sales.

**Production Assistant** New York, NY  
RODARTE SS22 Runway  
*August 2021*

- Conducted comprehensive vendor search: Procured botanical elements and evaluated vendors ensuring alignment with the creative vision.
- Proficiently managed errands: Provided crucial support to production managers, maintaining smooth operations during high-pressure situations.
- Effective communication and coordination: Drafted and disseminated update emails to staff.

**Intern** New York, NY  
Jejune Magazine  
*September 2020 - September 2022*

- Partnership development: Established partnerships with brands and orchestrated the selection of stylists, photographers, and other professionals for upcoming shoots.
- Sales promotion: Executed marketing strategies to boost monthly sales by highlighting merchandise and seasonal products.
- Content creation: Authored engaging articles and blog posts focusing on current trends. Leveraged social media platforms to efficiently promote featured articles.

## Personal Ventures

**Student/Stylist** New York, NY  
Parsons School of Design  
*October 2020*

- Completed diverse design assignments and earned a Fashion Essentials Certificate.
- Studied and analyzed fashion history to inform design approaches.
- Demonstrated creativity through the alteration of clothing and accessories.

**Pre-College Student** New York, NY  
Fashion Institute of Technology  
*September 2020*

- Virtually styled celebrity clientele, showcasing ability to adapt to high-profile demands.
- Collaborated with peers to strategize and execute assignments and projects.
- Compiled moodboards to forecast and interpret emerging styling trends.

## Relevant Skills

- Marketing and communication expertise
- Proficient in Microsoft Office and Adobe Suite (Illustrator, Premiere, Photoshop)
- Skilled in Shopify and YouTube Studio for content and e-commerce management
- Conversational Spanish proficiency
- Wardrobe consulting and product knowledge
- Presentation creation and delivery
- Coding for website management and production.
- SEO
- Talent outreach
- Advertising