

SAMANTHA COLON (she/her)

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Aspiring Public Relations & Communications Professional

Detail-oriented and media-savvy communicator with experience in press content, brand storytelling, and digital campaigns.

EDUCATION

Hunter College, CUNY

Bachelor of Arts (BA) Major: Media Studies

New York, NY

December 2026

Relevant Coursework: Strategic Communication & Marketing, Public Relations Theory & Practice, Media Industry Studies, Information Research, Media and Law in the Digital Age

CREATIVE & ACADEMIC PROJECTS

Liberty Railways Media Kit — Public Relations Campaign

New York, NY | July 2025 – August 2025

- Developed media strategy, audience analysis, and messaging framework
- Created campaign materials and presented strategy in simulated client environment
- Responded to mock crisis scenarios, demonstrating strategic thinking under pressure

Marketing Plan Presentation for CABARET on Broadway — Marketing Plan

December 2024 – January 2024

- Designed cross-platform campaign concepts and partnership activations
- Proposed audience engagement strategies aligned with brand positioning

WORK EXPERIENCE

Leap by FC – Marketing Intern | Communications + Public relations Intern

New York, NY | July 2025 – August 2025

- Conducted media and competitor research to support brand positioning and communications strategy
- Assisted in developing pitch decks and campaign materials used for stakeholder and client-facing presentations
- Analyzed social media and audience insights to inform messaging and digital storytelling
- Monitored trends and contributed ideas for brand narratives and scheduled meetings with talent

CUNYLaunch — Creative Marketing Intern

New York, NY | July 2024 – Sept 2024

- Conducted media and competitor research to support brand positioning and communications strategy
- Assisted in developing pitch decks and campaign materials used for stakeholder and client-facing presentations
- Analyzed social media and audience insights to inform messaging and digital storytelling
- Monitored trends and contributed ideas for brand narratives aligned with target audiences

Jeune Magazine — Brand Marketing Intern | Editorial Contributor

New York, NY | September 2020 – September 2022

- Wrote and published editorial articles on fashion, culture, and emerging creatives
- Conducted interviews with artists and creatives, managing communication and scheduling
- Supported editorial shoots and partnerships, working with external talent and collaborators
- Promoted content across platforms to increase audience engagement and visibility

Bureau Betak — Runway Public Relations + Production Assistant (RODARTE NYFW SS22)

New York, NY | August 2021

- Supported large-scale fashion show production, coordinating logistics across creative, production, and vendor teams
- Assisted with vendor sourcing and backstage operations, ensuring seamless execution of a high-profile runway event
- Communicated with cross-functional teams in a fast-paced, high-pressure environment
- Contributed to the overall brand presentation and media-facing event experience

ACTIVITIES

CUNY Inclusive Economy Initiative – Media Cohort, Member

September 2025 – Dec 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

Relevant Online Courses: Currently pursuing the **Certified ANA Marketing Professional Program through the Association of National Advertisers**, building skills in marketing strategy, consumer insights, brand storytelling, media planning, and data-driven campaign measurement, and public relations.

SKILLS

Media Research, Press Tracking, Interview Coordination, Storytelling, Instagram Insights, TikTok Analytics, Social Media Monitoring, Microsoft Office, Adobe Creative Suite, Canva, Shopify, Pitch Deck Development, Content Creation, Trend Analysis