

SAMANTHA COLÓN

Communications & Marketing Consultant

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

I am a creative and results-driven communications and media consultant with a passion for crafting compelling visual narratives and leveraging trends to deliver impactful brand strategies.

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Work Experience

Intern

CUNY Launch

New York, NY

July 2024 - September 2024

- **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.

Model Dresser

Wiederhoeft FW23 Runway

New York, NY

February 2023

- **Content Creation & Management:** Developed and oversaw behind-the-scenes content, enhancing brand visibility and engagement.
- **Collaborated with stylist:** provided assistance in styling and dressing procedures, contributing to the overall aesthetic vision.
- **On-Set Support:** Ensured smooth operations during NYFW by coordinating with stylists, PR managers, and high-profile clients, providing on-set assistance, and managing errands efficiently.

Production Assistant

RODARTE SS22 Runway

New York, NY

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

Jejune Magazine

New York, NY

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

Parsons School of Design

New York, NY

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

Fashion Institute of Technology

New York, NY

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.