

# SAMANTHA COLÓN

## Communications & Media 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.

LinkedIn Profile:  
[www.linkedin.com/in/samanthacolón](https://www.linkedin.com/in/samanthacolón)  
[+347-729-6525](tel:+3477296525)  
[Samanthacolón.style@gmail.com](mailto:Samanthacolón.style@gmail.com)



## Work Experience

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

- Campaign Strategy: Collaborated with the founder 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, and developed optimized product listings to drive sales and improve the customer experience.

**Model Dresser** New York, NY  
Wiederhoeft FW23 Runway  
February 2023

- Collaborated with stylist: provided assistance in styling and dressing procedures, contributing to the overall aesthetic vision.
- Multitasked effectively: ran errands while maintaining on-set support during NYFW.
- Content Creation & Management: developed and oversaw behind-the-scenes content, enhancing brand visibility and engagement.

**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, Microsoft Office, research, Youtube Studio, trend forecasting, wardrobe consulting, product knowledge, communications, presentations, Squarespace, Shopify, coding, conversational Spanish.