

# Samantha Suarez

Phone number: 616-734-3966

Email address: sam31suarez@gmail.com

Web: sam31suarez.journoportfolio.com



## Profile

(She/They)

Marketing and communications manager, social justice advocate, foodie, dog parent, film & TV nerd, completed the Legend of Zelda: Breath of the Wild in Master Mode.

Visit [sam31suarez.journoportfolio.com](https://sam31suarez.journoportfolio.com) to view my portfolio.

## Education

07/2011 – 11/2014 SYDNEY, AUSTRALIA

### Bachelor of Arts in Media, Culture & Technology

#### University of New South Wales

Minor in Creative Writing.

UNSW was ranked #48 in the QS World University Rankings the year I graduated.

## Work experience

11/2022 – PRESENT CHICAGO, IL, UNITED STATES

### Digital Communications Strategist Environmental Law & Policy Center

ELPC advocates, innovates, and litigates to protect the Midwest environment.

#### Responsibilities include:

- Creating and executing social media content, monthly e-newsletters, event invitations, digital fundraising campaigns, and petition/advocacy campaigns
- Updating and maintaining ELPC's websites on WordPress & Squarespace
- CRM maintenance (EveryAction/Neon)
- Monitoring and evaluating digital analytics
- Managing communications interns
- Managing projects/relationships with external agencies and freelancers

#### Highlights include:

1. In under two years, I grew our social media following from 30,000 to 40,000
2. We recently beat our 2024 Giving Tuesday goal, raising over \$60,000 and unlocking an additional \$120,000 in matching funds.
3. In my first year, our online advocacy led to constituents sending over 5,000 messages to their lawmakers, urging them to advance climate-friendly legislation.

## Work experience

4. Email campaigns had an average open rate of 25% and a click rate of 4.8% (with an audience of almost 20,000).
5. Launched ELPC's TikTok account, conceptualized content, and edited videos.

06/2022 – 11/2022 REMOTE, USA

### Senior Communications Specialist Environmental Defense Fund

As a Senior Communications Specialist under the Climate-Smart Agriculture team, we work toward a future where farmers/ranchers can be productive through the challenges of climate change while reducing pollution and increasing rural resilience and equity.

#### Responsibilities include:

- Writing/editing blog posts, op-eds, media statements, and social media posts to build thought leadership for EDF experts.
- Assisting with the production of email newsletters and videos.
- Drafting talking points, using these as a foundation for internal/external communications materials.
- Editing reports and project managing the graphic design process.
- Building and maintaining positive working relationships with targeted journalists and keeping media lists up-to-date.

11/2018 – 07/2022 GRAND RAPIDS, MI

### Communications Manager Downtown Grand Rapids Inc.

DGRI is a city-building nonprofit organization that aims to accelerate Downtown Grand Rapids' transition to a best-in-class American city.

Responsibilities include driving the organization's content and messages across digital and print platforms. This includes content creation, website maintenance, and media relations.



#### Highlights:

- I grew our social media audience from 40,000 to 85,000 in under four years.
- Collaborated with the Grand Rapid History Museum and local library branches to launch a social media campaign for Asian Pacific Heritage Month, celebrating local AAPI history in Grand Rapids. This campaign was featured on the local news in May 2021.
- Launched, managed, and published the weekly *Downtown Neighbor News* e-newsletter for local

## Work experience

residents and the *Doing Business Downtown* e-newsletter for local business owners/managers. These email campaigns had an average open rate of 35% and an average click rate of 8%, which are above industry averages.

- We won the International Downtown Association's 2021 Pinnacle Award for our marketing campaign promoting DGRI's World of Winter Festival. Our efforts led to this event being featured on NBC's Inspiring America segment.
- Managed a Graphic Design Intern and a team of contract photographers and videographers.
- Promoted to Communications Manager from Communications Specialist in May 2021.



 03/2020 – 06/2022  GRAND RAPIDS, MI

### Writer

#### Grand Rapids Magazine

Freelance writer for Grand Rapids Magazine, which has published content in Grand Rapids for over 50 years and celebrates local city life.

Articles cover topics including food, new business features, profile pieces on notable locals and social justice issues.

 08/2017 – 11/2018  GRAND RAPIDS, MI

### Communications Specialist

#### Grand Rapids Chamber of Commerce

The Chamber is a non-profit business membership organization with over 2,400 members.



#### Responsibilities include:

- E-mail marketing
- Writing blog posts, web copy, and press releases
- Graphic design for social media, printed event programs, and blog content
- Social media
- Scriptwriting for videos and programmed events
- Directing and producing the Chamber podcast, "Good Company"
- Video editing
- Managing our website and CRM

#### Highlights:

1. Blog posts received triple the number of average page views within a few months of joining the team.
2. Launched, conceptualized, and managed the Chamber podcast "Good Company."
3. Our Marketing Team won 2 Association of Chamber of Commerce Executives (ACCE) Awards in 2018 under the National Communications Excellence category.

## Volunteering

 01/2017 – 07/2021  GRAND RAPIDS, MI

### Director of Marketing

#### Grand Rapids Asian-Pacific Foundation

GRAPF organized West Michigan's very first festival celebrating Asian-Pacific culture in June 2017. The festival is now an annual event, and has led to the creation of other cultural programs.



## Volunteering

#### Responsibilities include:

- Managing all social media accounts
- Producing photo & video content and graphic design assets
- Representing GRAPF through media interviews.

#### Highlights:

- Conceptualized, produced, and directed short videos that showcased Asian-Pacific food and culture in a fun and interactive way. These videos were viewed over 10,000 times on our social media channels.

 06/2020 – 10/2022  GRAND RAPIDS, MI

### Volunteer

#### Friends of Grand Rapids Parks

Regularly volunteered to help plant and prune trees in the City of Grand Rapids.

## Skills

#### EDITORIAL

Writing & Editing



#### DIGITAL

Social Media



Email Marketing

(MailChimp & EveryAction)

Website CMS (WordPress,

Squarespace, etc.)



Analytics



#### DESIGN & VIDEO

Adobe Photoshop



Adobe InDesign



Adobe Premiere Pro



Canva



#### OTHER

Media Relations



CRM Software (Neon &

EveryAction)



Project Management

(Asana, Basecamp, etc.)



## Interests



Food



Travel



Gaming



TV & Film



Animals



Being outside

## Social Media



@sammysaurus  
.rex



samantha-  
suarez91