

Samantha Suarez

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Pronouns: she/they



Profile

Communications | Content Creation | Digital Strategy
Foodie | Dog Parent | Social Justice Advocate

Fun fact: I beat the Legend of Zelda: Breath of the Wild in Master Mode

Education

07/2011 – 11/2014 SYDNEY, AUSTRALIA

Bachelor of Arts
University of New South Wales

Major: Media, Culture & Technology

Minor: Creative Writing.

Skills

DIGITAL

Social Media	██
Email Marketing	██████████████████████████████████████
WordPress, Squarespace, & Craft CMS	██████████████████████████████████████
Google Analytics	██████████████████████████████████████
SEO	██████████████████████████████████████

DESIGN & VIDEO

Canva	██
Adobe Photoshop	██████████████████████████████████████
Adobe InDesign	██████████████████████████████████████
Adobe Premiere Pro	██████████████████████████████████████
Adobe Lightroom	██████████████████████████████████████

OTHER

Writing, Editing & Proofreading	██
Media Relations	██████████████████████████████████████
CRM (Neon & EveryAction)	██████████████████████████████████████
Project Management (Asana, Basecamp, etc.)	██████████████████████████████████████

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.

Work experience

Responsibilities include:

- Creating and executing social media content (including photos, videos, and graphics), 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 by 33%** (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.
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 Bluesky and TikTok accounts

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 and using these as a foundation for internal and external communications materials.
- Editing reports and project managing external graphic designers
- Building and maintaining positive working relationships with targeted journalists and keeping media lists up-to-date.

Work experience

 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:

- Social media management
- E-mail marketing
- Content ideation, creation, and dissemination
- Managed DGRI's websites on Squarespace and Craft CMS
- Collaborated with DGRI staff, partner organizations, and stakeholders to create content promoting our initiatives
- Represented DGRI in media interviews (including podcasts and live interviews on the local news and radio)
- Coordinated with journalists for interviews with our staff
- Managed digital campaigns in collaboration with external ad agencies
- Managed a team of photographers and videographers

Highlights:



1. **I grew our social media following from 40,000 to 85,000** in under four years.
2. Collaborated with the Grand Rapid History Museum and the local library to launch a **social media campaign for Asian Pacific Heritage Month**, celebrating local AAPI individuals and history in Grand Rapids. This campaign was featured on the local news in May 2021.
3. Launched, managed, and published the weekly e-newsletters, **Downtown Neighbor News** for downtown residents and **Doing Business Downtown** for local business owner/managers.
4. Email campaigns achieved an average **open rate of 35%** and an average **click rate of 8%** (above industry averages)
5. 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.
6. **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.

My 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.

Work experience



Responsibilities include:

- E-mail marketing
- Writing blog posts, web copy, press releases, and scripts for videos and programmed events
- Graphic design for social media, printed event programs, and blog content
- Social media
- Video production
- Website content management

Highlights:

1. Blog posts received triple the number of average page views within three 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 first Asian-Pacific cultural festival in June 2017. Since then, the festival has become an annual event, and its success has led to other programs that raise AAPI awareness in our community.

Responsibilities include:

- Managing all social media accounts
- Updating GRAPF's website
- Producing photo and video content
- Representing GRAPF on local media interviews.

Highlights:

1. 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.
2. I was part of the inaugural team that organized GRAPF's first AAPI cultural festival in 2017

 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.

Interests



Food



Travel



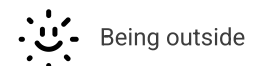
Gaming



TV & Film



Animals



Being outside