

SAMANTHA DENECOUR

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EDUCATION

Northeastern University

Boston, MA

Candidate: Bachelor of Arts in English and Political Science, Minors in Marketing and Writing

May 2026

Honors: Dean's Scholarship; Dean's List (all eligible semesters)

GPA: 3.96

Relevant Coursework: Advanced Investigative Reporting, Introduction to Marketing, Consumer Behavior, Brand Management, Marketing and Society, Public Speaking, Research Methods in International Relations, Public Opinion & Political Communication

PROFESSIONAL EXPERIENCE

Hollywood Agency

Hingham, MA

Public Relations Intern

January-May 2025

- Secured earned media coverage for nonprofit and B2B clients by crafting and distributing pitches to targeted outlets
- Drafted tailored social media content for clients such as Girl Scouts and Prospector, ensuring alignment with brand voice
- Conducted in-depth research on industry trends, competitor brands, and media landscapes to inform PR strategy

Boston Consulting Group

Boston, MA

Social Impact Marketing Co-op

January-June 2024

- Managed "BCG on Social Impact" LinkedIn page (~38k followers) and 5 executive leadership accounts
- Created and shared cross-channel promotion plans for major publications, including BCG's Annual Sustainability Report
- Analyzed LinkedIn and web publication performance metrics; presented recommendations to senior leadership monthly
- Worked closely with consultants to develop and refine messaging for an ongoing social impact measurement campaign

Goodwin Procter LLC

Boston, MA

Creative Operations Co-op

January-June 2023

- Managed creative marketing projects from intake to execution using Adobe Workfront, ensuring timely asset delivery
- Conducted independent research project on marketing department workflow; presented team recommendations

LEADERSHIP AND VOLUNTEER EXPERIENCE

The Huntington News, Northeastern University

Boston, MA

Opinion Editor (April 2025 on)

Fall 2024-Present

- Edit 20+ opinion articles weekly, ensuring alignment with stylistic and editorial standards
- Lead the opinion columnist team, expanding staff from 4 to 10 by recruiting and onboarding 8 new columnists
- Developed and launched branded opinion columns, including recurring satire and advice series
- Oversee daily editorial operations of the opinion section; coordinate with photo, design and social media teams
- Pitch 5+ story ideas weekly and lead regular columnist meetings; organize training sessions for writer development

Opinion Columnist (Fall 2024 on)

- Write 3+ opinion pieces per month. Published work: https://huntnewsnu.com/staff_name/samantha-denecour/

Strong Women Strong Girls, Northeastern University

Boston, MA

Site Leader (Fall 2022 on), Volunteer

Spring 2022-Present

- Lead weekly empowerment workshops for 10-20 elementary school mentees, teaching about female role models
- Oversee 4 college volunteers; liaise with Site Facilitator and ensure adherence to organizational guidelines

SKILLS AND INTERESTS

Publications: "National Investigation Shows Massachusetts Lags in Compensation for Wrongfully Convicted," WCVB, 2023:

Conducted source outreach and interviews, compiled data on state-by-state compensation statuses

"Testing the Orange Line After Month-Long Complete Shutdown," WCVB, 2022: Conducted man-on-the-street interviews

Computer: Proficient in MS Suite, Google Suite, Google Analytics, Qualtrics, Figma, Wrike, Shield, Tableau, Workfront, Muck Rack

Interests: Musical Theater, Creative Writing, Traveling, Volunteering, Reviewing Seafood, Graphic Novels