

SAMANTHA PRUSER

DHD FILMS

AUGUST 2017- CURRENT
DALLAS, TX

Marketing Coordinator

- Planned, posted, and curated entire social media presence and all ad campaigns.
- Increased social followings (LinkedIn +39%, FB and Insta +15%) in less than one year.
- Optimized brand website and YouTube presence according to latest SEO standards.
- Designed and distributed monthly newsletters, maintaining a 23% open rate.
- Represented the company at tradeshow/events around DFW from a sales standpoint.
- Spearheaded awards submission process, winning a 2018 Marketer of the Year Award.
- Authored and edited all blog posts and case studies.
- Led the DHD Cares Program, connecting the company to various non-profits and community outreach opportunities.

EDUCATION

AUGUST 2013- MAY 2017
COLUMBIA, SC

University of South Carolina

Bachelor of Science: Marketing, Moore School of Business
GPA: 3.10
Awards: Woodrow Scholars Award, Dean's List
Affiliations: Delta Zeta Sorority

Institute Catholique de Paris

CIS Study Abroad

MAY 2016- JULY 2016
PARIS, FRANCE

RELEVANT SKILLS

- Proficient in Sales Force, Pardot, Emma, Facebook Ad Manager, Function Point, Google Analytics and Microsoft Office.
- Intermediate skills in the Adobe Suite and HTML Coding.
- Six months applicable marketing internship experience with Texas Legends (NBA D-League Franchise) and DHD Films.