

# SAMANTHA HUTCHINS

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## EDUCATION

### University of Missouri | Bachelor of Journalism

August 2016 – May 2020

- Major: Journalism, Emphasis in Strategic Communication
- Minor: Business Administration
- GPA: 3.7

## EXPERIENCE

### Account Management | Division-D, Kansas City, MO

Account Manager | October 2020 – Present

- I implement and evaluate advertising campaigns for a variety of clients. Duties include communicating with the client and Account Executive, setting up the budget, targeting specific audience segments and optimizing to ensure the success of each campaign.

Assistant Account Manager | June 2020 – October 2020

- I assisted several account managers in setting up and optimizing their campaigns for clients. I learned how to use platforms like Campaign Manager, Verizon Media DSP, AudioMatic and more.

### Public Relations Specialist | AdZou, University of Missouri

January 2020 – May 2020

- In this student-run advertising agency, I assisted my team as the Public Relations Specialist during the semester as we created a brand campaign for our client, the MU Law School.

### Public Relations Intern | MU Office of Undergraduate Research, Columbia, MO

December 2019 – March 2020

- Duties included designing promotional materials, strategizing and creating content for e-newsletters, updating the office's website and social media accounts and assisting at university events. I gained experience using MailChimp, Wordpress and Adobe Creative Suite.

### Corporate Communications Intern | Belden Inc., Clayton, MO

May 2019 – August 2019

- In this position, I created content for internal and external communications for this publicly-held global corporation and supported their overall social media strategy. Content created included internal and external-facing articles, social media posts, a case study and a guide to navigating award applications.

### Digital Content Marketing Intern | Resolve Physician Agency, Columbia, MO

August 2018 – May 2019

- I managed this recruiting agency's social media accounts and created content for blog posts, marketing e-mails and newsletters. I created social media graphics and gained experience using Canva, Hootsuite, Slack and Glip.

## COLLEGIATE HONORS AND ACTIVITIES

Missouri School of Journalism Honors | Graduation 2020

Cum Laude Honors | Graduation 2020

Adobe Analytics Challenge | Fall 2019

Curators Scholar, University of Missouri | Fall 2016 – Spring 2020

School of Journalism Dean's List | Fall 2016 – Spring 2020

Southwest Missouri Mizzou Alumni Association Scholar | Fall 2016 – Spring 2020

Mizzou Christian Campus House Media Team | Fall 2017 – Spring 2019

MUTV Business Promotions Team | Spring 2017 – Spring 2018

## COMMUNITY SERVICE

Mentor at Granny's House After-School Program | Spring 2019

Childcare for International Women's Group | Spring 2018

Mission Trip to Piedras Negras, Mexico | Winter 2017

Volunteer at Coyote Hill Children's Home | Spring 2017 – Fall 2017

Mission Trip to Seattle, WA | Summer 2017