

Samantha Lynn Peters

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Skills

- Creative Design: Adobe Photoshop, Final Cut Pro, Sony Vegas
 - Photography/Videography – Canon/Nikon DSLRs
 - Basic HTML coding
 - Scheduling for various sized groups (meetings, events, etc.)
 - Event planning and organizing for trade shows, conferences and trips
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Professional Experience

FishUSA, Fairview, PA

Content Strategist, May 2016 – present

- Populate and maintain a social media content calendar with posts on all accounts daily - including Facebook, Instagram & Twitter.
- Utilize Hootsuite to schedule and plan out social media posts accordingly.
- Extensive use of Facebook Ads Manager – placing ads and boosts for daily and long term campaigns.
- Run contests and email gathering campaigns on Facebook.
- Track social media impact on sales with Google Analytics.
- Interact with customers on social media platforms by answering questions, sharing content and handling both positive and negative reviews.
- Edit written submissions for the content website.
- Shoot and edit videography and photography for social media, content website and store.
- Post all appropriate content to the content site (basic HTML coding necessary)
- Review and process Donation Requests from local and non-local organizations.
- Other marketing and event duties as necessary.

PS-Stearns, Inc., Erie, PA

Scheduling Coordinator, September 2015 – May 2016

- Interviewed and hired new brand ambassadors/representatives.
- Scheduled qualified reps for events, demos and promotions all over the country.
- Communicated via email, phone and face-to-face with reps on a daily basis.
- Acted as a point of contact for anyone calling into our office.
- Post open events and programs to social media and various recruitment sites.

Bon-Ton Department Stores, Lancaster, PA and Erie, PA

Sales Associate, November 2010 – August 2017

- Helped customers locate items and check out.
- Stocked merchandise and cleaned the sales floor.
- Handled in-person and phone complaints from customers.
- “Sell” and open new charge accounts for customers.

UPMC Hamot, Erie, PA

Nursing Assistant, April 2015 – September 2015

- Assisted in patient care, including bathing, feeding (when necessary), getting vitals and answering call bells.
- Helped maintain patient records by charting and recording all interactions and patient information in the computer system.

Haller Enterprises, Inc., Lititz, PA

Marketing Coordinator, October 2013 – October 2014

- Scheduled and coordinated all sales and marketing events and home/trade shows.
- Designed advertisements for print and digital publications in the central and eastern parts of Pennsylvania.
- Designed, wrote and finalized company newsletters.
- Helped maintain social media accounts.
- Processed marketing invoices for accounting and maintained budget sheet.
- Led coupon creation and organization/tracking.
- Created content for featured product flyers and e-newsletters.
- Handled radius and direct mail communication to customers.

Markley Actuarial Services, Inc., Lancaster, PA

Sales Coordinator and Executive Assistant, June 2013 – October 2013

- *Temporary, full-time position.*
- Drafted retirement plan proposals.
- Updated CRM database.
- Designed newsletters and other marketing pieces.
- Scheduled meetings in and out of the office.
- Controlled all social media accounts.
- Made phone calls to current and prospective clients.

Office of Marketing and Communications, Elizabethtown College, Elizabethtown, PA

Student Assistant, September 2009 – May 2013

- Wrote media releases and alumni magazine stories.
- Assisted with institutional document collection and writing.
- Completed weekly updates of cultural events for area media outlet event calendars.
- Designed fliers and posters for college events.
- Assisted in the creation of a style guide for the College.

Leadership Experience

Elizabethtown College Student Senate

Publicity and Marketing Chairperson, January 2012 – May 2013

- Promoted Senate-sponsored events on and off campus.
- Maintained the Senate website, Facebook page and Twitter account.
- Designed posters and fliers for all Senate events.
- Designed t-shirts for Senate events.

Student Senator, May 2010 – January 2012

- Member of the Class of 2013 Senate body
- Helped plan and execute events for the Class of 2013
- Helped advocate for students' rights on campus.

Office of Admissions, Elizabethtown College

Peer Mentor, June 2010 – May 2012

- Worked with first-year students, helping them adapt to college life.
- Assisted with summer and fall orientations.
- Handled questions from students and parents about what to expect at college.

Service and Volunteer Work

Faith in Action Spring Break Trips

- Participated in week long Alternative Spring Break trips to Los Angeles (2010), Dallas (2011) and Miami (2012 & 2013)
 - Worked with other Elizabethtown College students to help the residents of these areas with rebuilding efforts, daily living and caring for young children in after school programs.

Lend a Hand Winter Break Trips

- Helped rebuild houses in Smithville, Mississippi (2012) following a tornado that destroyed most of the town
- Helped with the Hurricane Katrina rebuilding efforts in Chalmette, Louisiana (2013) with the College and the St. Bernard Project.

Education

Elizabethtown College, Elizabethtown, Pennsylvania

BA in Communications, Corporate Concentration

Graduated: May 2013