

Samantha Hoag

845-536-2633 | samantha@gmgpr.com

Education

University of Delaware, Newark, DE
Bachelor of Arts, Media Communications, June 2019 | GPA: 3.6
Organizational and Community Leadership Minor | Journalism Minor

Experience

To the Moon Social, Los Angeles CA

Social Media Associate (Remote), Spring 2019 – Present

- Assist with engagement to increase platform growth across 12 Instagram accounts
- Provide timely and consistent responses while maintaining brand voices and integrity for each account
- Engage with comments and messages to identify partnership and collaboration opportunities for marketing team

GMG Public Relations, Nanuet, NY

Marketing and Public Relations Assistant, September 2016 – Present

- Write press releases and calendar notices
- Research and develop media lists
- Create social posts for Instagram, Facebook and Twitter
- Develop content calendars for client social campaigns

ID PR, New York, NY

Intern, Summer 2017

- Provided Administrative Support to Publicists and Account Executives
- Crafted Instagram captions and tweets for clients
- Assisted with screenings and assembled press packages
- Developed campaign for upcoming television series
- Drafted press releases and pitches for client projects

Student Centers Programming Advisory Board, University of

Delaware Administrative Co-Chair, August 2016 – Spring 2019

- Managed internal communications: Crafting alumni newsletter, writing and distributing emails, delegating staff tasks
- Planned social events for club: Budgeting, site scouting, recruiting and promoting
- Oversaw volunteers, event staff and hospitality for major events
- Organized creative activities including designing annual banner
- Developed and served as Mentor to Diversity and Outreach Chair

Skills

- Strong writing and communication skills
- Word, Excel, PowerPoint, Google Drive, Dropbox
- Meltwater, Hootsuite, Airtable, Burrelles Luce, Twitter, Facebook, Instagram, Snapchat
- Script writing, filming and editing VO/SOT and news packages; Final Cut Pro

Honors and Awards

University of Delaware Dean's List: Fall 2015, 2016, 2017, 2018, Spring 2017, 2018, 2019
Member Lambda Pi Eta, National Communication Honor Society of the National Communication Assoc.

- Awarded Community Chair of the Year Fall 2016 - Spring 2017