

SAMANTHA ALLEN

interactive marketing professional

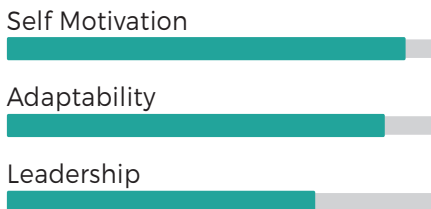


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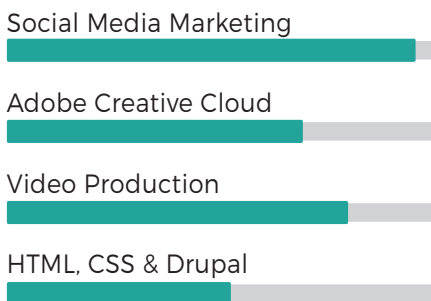
EDUCATION

Elon University | 2015
Bachelor of Arts in Strategic Communications

PERSONAL SKILLS



TECHNICAL SKILLS







CERTIFICATES

Lynda

- ▶ Adobe Illustrator
- ▶ Google Analytics

PASSIONS

-  Social Media
-  Photography
-  Board & RP Games
-  Reading

WORK EXPERIENCE

GoTriangle

- **Web and Interactive Marketing Specialist**
October 2017 - Present

- ▶ Manage GoTriangle's online presence across four major regional transit sites, with a combined 250,000 average monthly pageviews. Led the development and design of a new website in 2018.
- ▶ Generate and edit webpages, produce multimedia elements and write HTML code through Drupal.
- ▶ Collaborate with all departments to produce accurate and informative web content on upcoming transit projects.
- ▶ Lead the production, development and delivery of all digital marketing campaigns, such as video script writing and paid social ads.
 - ▶ Award-winning campaigns include a rap music video, car breakups and two hurricane supply drives.
- ▶ Retained all social media responsibilities of former role.

- **Interactive Marketing Associate**
January 2016 - October 2017

- ▶ Initiated a social media content plan which grew reach and engagement on Facebook (68%), Twitter (130%) and Instagram (171%), and expanded GoTriangle's online presence to LinkedIn, YouTube and Reddit.
- ▶ Delivered several social media campaigns through 10+ accounts that promote local transit and smart commuting in the Triangle.
- ▶ Developed marketing tool kits for partners, including pre-written social media posts and email templates.
- ▶ Periodically created marketing campaign elements such as written content, digital graphics and edited video pieces.

AWARDS

AdWheel Awards | American Public Transportation Association

2018 | Best Marketing and Communications Educational Effort, 'Ride the Bus Video'

2017 | Best Marketing and Communications Educational Effort, 'Storm Relief Bus'

Communicator Awards | The Academy of Interactive & Visual Arts

2017 | Branded Social Campaign, 'Storm Relief Bus'

2017 | Branded Social Campaign, 'GoTogether'

Excellence in Communications Awards | NCACIO

2017 | Biggest Impact with a Small Budget, 'Ride the Bus Video'

2017 | Social Media Campaign, 'Storm Relief Bus'

2016 | Broadcast Programs, 'GoTogether Video Series'

Telly Awards

2017 | Social Responsibility, 'Storm Relief Bus Video'