



# SAMANTHA COOPER

## CONTACT

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## EDUCATION

S. I. Newhouse School of Public Communications,  
Syracuse University, May 2021  
Bachelor of Science: Public Relations  
Minor: Retail Management  
Fashion & Beauty Communications Milestone  
Dean's List all semesters, 3.97/4.00 GPA

## SKILLS

Facebook, Instagram, Twitter, LinkedIn  
Adobe Illustrator, Photoshop, InDesign  
Microsoft Word, Excel, PowerPoint  
HootSuite, Cision, Rival IQ

## EXPERIENCE

**Co-President, PRSSA, W.P. Ehling Chapter**  
*Syracuse, NY; May 2020 – Present*

Manage and advise an executive board of nine members • Collaborate with board members on programming and communications strategies • Design nine professional development and speaker engagement events for PRSSA members • Build and organize an alumni database of 360 past and current members for student networking

**Communications Consultant, Freelance**  
*Boston, MA; June 2020 – August 2020*

Served as a consultant for three clients in the executive leadership coaching sphere • Ghostwrote blogs on various topics, including employee and management success during COVID-19 • Drafted social media strategy proposals • Wrote and edited web copy • Created promotional documents for virtual programs • Planned and executed email newsletter campaigns using MailChimp

**Public Relations Intern, 360PR+**  
*Boston, MA; May 2019 – August 2019*

Created and updated media lists • Conducted audits to identify new journalistic contacts and potential influencer partnerships • Tracked media coverage • Drafted pitch emails, coverage updates and mailer cover letters • Executed a collaborative intern research project on Generation Z's media consumption and communication trends

**Account Executive, Hill Communications**  
*Syracuse, NY; September 2017 – May 2019*

Conducted market research on the media strategies of competitors to inform client strategy • Designed and implemented an Instagram contest which resulted in over 600 followers • Drafted and scheduled social media calendars via HootSuite • Conducted media relations and secured collaborations between clients and SU publications