

Samantha Miller

CHI - DSM

Public Relations
Magazine Media
Drake University '19

ABOUT

With a background in public relations writing, communications, design and the help of a color coded planner - I am your creative intern. Perfection is something I strive for, and AP style is something I know like the back of my hand.

EDUCATION

Drake University '19
Public Relations
Magazine Media
Environmental Policy

PERSONAL SKILLS

PR Writing and Planning
Adobe InDesign
Social Media Marketing
Creative Writing
Internal Communications
Adobe Acrobat
Sarcasm

CONTACT

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PROFESSIONAL EXPERIENCE

CHOOSE CHICAGO - MEDIA RELATIONS INTERN

Chicago - May '18 to present

Coordinate with journalists, editors, authors, influencers, bloggers and media outlets on research for articles/pieces.

Communicate with media outlets for press tours and connect journalists with Choose Chicago partners.

Write and edit press releases for website, quarterly "What's New" release for partners and media outlets

DRAKE MAGAZINE - DIRECTOR OF ADVERTISING AND PUBLIC RELATIONS

Des Moines - May '18 to present

Coordinate with EIC on advertising goals of National Pacemaker award-winning college magazine.

Lead social media team to maintain a positive and active presence in the community.

Communicate with community partners to promote events in Drake Magazine, and to encourage editor content on Des Moines activities.

WORTH NEW YORK - SOCIAL MEDIA MANAGER

Chicago - May '18 to present

Manage and update all social media outlets including website blog, FaceBook, and Instagram for Worth New York

Follow current fashion and style trends and maintain blog accordingly

DRAKE UNIVERSITY ATHLETICS - MARKETING AND DESIGN INTERN

Des Moines - Jan '18 to present

Design promotional material for Drake University Athletics.

Maintain and encourage student involvement with Drake athletic program.

PRINCIPAL FINANCIAL GROUP - COMMUNICATIONS INTERN

Des Moines - Aug '17 to Dec '17

Wrote copy and design internal training material

Assisted in planning Annual United Way campaign including designed and distributed all marketing materials for the campaign closing event

Organized and coordinated the first steps of biennial compliance review of all marketing materials

Edited copy for monthly newsletter with distribution to over 1,800 Advisors

Served as culture champion working on special projects/initiatives to generate and maintain positive team culture