

# Samantha Flavell

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## Education

### 2022 | **Google Career Certificate**

- Digital Marketing & E-Commerce Certificate

### 2019 | **State University of New York College at Oswego**

- Bachelor of Arts with an emphasis in graphic design
- Bachelor of Arts in journalism
- Minor in global and international studies

## Work Experience

### 2023 to present | **Boone Logic**

#### Marketing Associate

- Plan, create and execute social media campaigns for various clients.
- Create audio/visual content for client campaigns, social channels and other marketing avenues.
- Write blog posts and other written content for various clients.

### 2022 to present | **Join the Ruckus Podcast**

#### Cohost/producer

- Work with cohost to plan episode topics and season rundowns.
- Act as cohost personality to create engaging and entertaining episodes.
- Edit raw audio to produce engaging and professional quality content for publication on all major streaming services.

### 2021 to 2023 | **Ten Thousand Vines Winery**

#### Marketing Associate

- Manage social media to keep followers engaged and up-to-date with events, promotions and products.
- Perform quarterly SEO audits to maximize organic traffic to website and social media channels.
- Design all promotional material, web material and any documents for wine club, tastings and other events.
- Design labels for new wine releases each quarter.

### 2019 to 2021 | **The Bee Group Newspapers**

#### Associate Editor of the Amherst Bee

- Create multimedia content to accompany articles and maximize visual impact.
- Create weekly rundown of content and assign articles to reporters as needed.

## Skills

Podcast personality, public speaking, digital marketing, social media marketing, Adobe Audition, Illustrator, InDesign and Photoshop, multimedia programs, accessibility standards, photo and video editing, communication, AP Style, page design, and overall organization and prioritization skills.