

SAMANTHA SAENZ

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EDUCATION

Bachelor of Science in Commerce and Business Administration, May 2024

The University of Alabama, Culverhouse College of Business, Tuscaloosa, AL

Major: Marketing

Minor: Sales

GPA: 3.75/4.0

University Honors College, Dean's List

Bachelor of Arts in Communications, May 2024

The University of Alabama, College of Communication and Information Sciences, Tuscaloosa, AL

Major: Public Relations

RELEVANT WORK EXPERIENCE

Marketing and Sales Intern, May – August 2021, July – August 2022

Alphanumeric Systems Inc., Raleigh, NC

- Re-designed the global intranet site to improve internal comms. and highlight company news, events, and celebrations
- Fostered client relations through social media strategies and creative advertising designs
- Reached out to and gave weekly reports on potential leads via Excel
- Created a referral survey to track potential leads and beneficial relationships via HubSpot
- Analyzed quarterly reports to give insight on areas for improvement
- Published a blog post and podcast episode on consumer engagement in the digital world

Alabama Center for Real Estate (ACRE) Intern, January 2023 – Present

University of Alabama, Tuscaloosa, AL

ADDITIONAL EXPERIENCE

Bartender, March 2023 – Present

Gallettes, Tuscaloosa, AL

Alabama D1 Hockey Marketing Intern, August 2022 – Present

University of Alabama, Tuscaloosa, AL

STUDY ABROAD

Student, Summer 2023

John Cabot University, Rome, Italy

LEADERSHIP EXPERIENCE

UA LEAD (Leadership Exploration and Development) Ambassador, April 2022 – Present

Culverhouse College of Business, The University of Alabama, Tuscaloosa, AL

- Help plan, advertise, and execute professional development events in collaboration with UA's corporate partners
- Communicate and market effectively to provide accurate information to students, employers, faculty, and staff
- Host LEAD events, be an active event participant, give LEAD presentations, table for events, attend weekly meetings, etc.

National Society of Collegiate Scholars: President, April 2022 — Present

- Take the lead with chapter communications, delegation, and overall organization
- Serve as a liaison between the chapter and the national office
- Plan and lead a good part of each general body meetings

HONORS & ACTIVITIES

UA Scholar Scholarship 2020 - \$10,000.00 for 8 semesters

Zeta Tau Alpha Sorority - Nu Chapter, August 2020 — Present

American Marketing Association, August 2020 — Present

National Society of Leadership and Success, January 2022 — Present

Alpha Lambda Delta National Honors Society, Spring 2021 — Present

Phi Eta Sigma National Honors Society, Spring 2021 — Present

VOLUNTEER SERVICE

Beat Auburn Beat Hunger, September 2020 — Present

Best Buddies, Fall 2020 — Present

Salem Baptist Church Special Needs volunteer every Sunday morning, 2019 – 2020

Tim Tebow Foundation: "Night to Shine" Special Needs Prom, February 2018 & 2019

Hurricane Matthew and Hurricane Florence clean up with NC Men's Baptist Relief, 2016 & 2018

SKILLS

Proficient in Microsoft Office Suite (Word, Excel, PowerPoint) and Adobe Creative Suite (InDesign, Illustrator, Photoshop)

Data analytics/analysis, marketing strategy