

samantha harris

609-914-5478 | sharris9484@gmail.com

PORTFOLIO:

SamanthaHarrisDesign.com

EDUCATION:

Towson University

*Bachelor of Fine Arts, Graphic Design
Marketing Minor*

SKILLS:

- Adobe Creative Suite
Photoshop, Illustrator,
InDesign, Lightroom,
After Effects, Premiere Pro
- Microsoft Office
- Social Media Strategy
- Content Creation
- Print Design
- Digital Marketing
- Email Marketing
- Constant Contact
- Photo and Video Editing
- Typography
- WordPress
- HTML/CSS
- Brand Identity
- Presentation Design
- Attention to detail
- Multi-tasking

EXPERIENCE:

Marketing Manager

Vantage Real Estate Services

2020 - Present

- Redesigned marketing collateral, including property brochures and presentations, introduced short-form property tour videos, curated industry-focused blog posts, and managed successful email marketing campaigns
- Oversaw all social media accounts and online campaigns across various platforms (Instagram, Facebook, LinkedIn, TikTok, Pinterest, Google Ads), including strategy, content creation utilizing current trends, analytics research and engagement resulting in substantial growth of followers and increased engagement
- Successfully revamped and maintained multiple WordPress websites, implementing SEO strategies, to ensure accurate listings and deliver an optimal user experience
- Effectively managed a team of employees, providing guidance and support to ensure successful execution of a high-volume tasks
- Launched a company networking platform, curating multiple events annually. Led end-to-end event management, including developing tailored themes, securing venues and industry speakers and executing effective marketing campaigns via email marketing and social media to drive attendance and engagement
- Demonstrated proficiency in current and emerging technology and software by introducing innovative marketing strategies resulting in increased lead generation
- Proven ability to prioritize tasks and meet deadlines in a fast-paced environment with strong organizational, project management and multi-tasking skills
- Possess proficient photography, photo editing and video editing capabilities

Graphic Artist

Eldorado Resorts (Tropicana Entertainment)

2018 - 2020

- Collaborated with marketing directors of the In-House agency and vendors to develop and execute creative concepts for a variety of print and digital collateral across multiple properties
- Designed and created visually compelling graphics for promotions, events and campaigns, including monthly mailers, billboards, flyers, logos, email marketing and social media content
- Managed multiple projects simultaneously in a high-volume environment demonstrating strong attention to detail and prioritizing tight deadlines while adhering to brand guidelines
- Utilized Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Lightroom) and research of industry trends to ensure marketing materials were engaging and relevant to target audiences

Graphic Designer

Designer Draperies & Innovation

2014 - 2018

- Solely responsible for the design and production of all marketing materials, including postcards, promotional flyers, print & digital advertisements, stationery package and social media content that effectively showcased the company's services
- Developed and implemented a social media strategy across multiple platforms to increase brand awareness and drive customer engagement
- Conceptualized and curated engaging blog posts that were repurposed for successful email marketing campaigns and newsletters

Graphics Intern

TerraCycle

2016 - 2017

- Develop and produced visually appealing infographics, social media content, style guides and product sell sheets for company projects and brand partnerships for international audiences
- Demonstrated strong design skills and proficiency with all Adobe Creative Suite applications

Marketing Intern

Philadelphia Insurance Company

2016 - 2017

- Produced accurate monthly progress reports and managed client solicitation emails
- Supported client acquisition and retention through lead generation and progress tracking

*Willing to relocate