

Samantha Crowe

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EDUCATION

Bachelor of Science | Dec. 2014

Sports, Arts and Entertainment
Management
Point Park University
Cum Laude

Social Media Certified | Dec. 2013

Hootsuite University

PROFESSIONAL DEVELOPMENT

Summer 2014	Live Nation VIP Customer Service
July 2014	Vans Warped Tour Vendor Ambassador
July 2013	Lollapalooza Volunteer
Aug. 2011 Dec 2014	Honors Program Mentor/Member
Oct. 2011 May 2013	Music Association Vice President/Member
Feb. 2013	Pollstar Live! Conference Volunteer
Oct. 2011 Aug. 2012	Drusky Entertainment Assistant
Aug. 2007 June 2011	STARS with Playhouse Square Volunteer

PROFESSIONAL PROFILE

A hard-working professional specialized in enhancing the customer experience. Driven to eloquently present company-focused initiatives over social media platforms. Consistently shows extraordinary focus, organization and time management skills. Experienced in managing and motivating large groups to complete tasks. Driven by results and creates a fun atmosphere in the workplace.

CAREER EXPERIENCE

CONTENT SPECIALIST IN ADVANCED MEDIA

Comcast Spotlight | July 2017 - Present

- Multitask various high-level commercial platforms for consumer interaction
- Program and design overlays, watermarks, and metadata for interactive media
- Analyze impressions and develop reports to client
- Design national campaigns utilizing creative tools, reaching 9 million households
- Collaborate with product development for special graphic design project
- Received two recognition awards within first two months of hire

PROMOTIONS ASSISTANT

iHeartMedia Cleveland | March 2017 - June 2017

- Conducted promotional events and interacted with listeners for 7 radio stations
- Coordinated with multiple departments to execute local events
- Utilized photography and social media skills to record promotional events
- Assist on-site with major local festivals such as Roverfest and Country Jam

SALES & OPERATIONS SPECIALIST

Apple | Feb 2015 - June 2017

- Consistently top of sales team
- Specialized in backstage operations, visual merchandising, and sales
- Worked on a start-up team at remote location
- Initiate and maintain relationships with business customers
- Coach new associates on company standards

SALES ASSOCIATE

GAP | May 2013 - Feb. 2015 / Oct. 2017 - Present

- Communicated customer-focused initiatives as brand ambassador
- Specialized in value added selling by exceeding company goals for GAP credit card sales

MARKETING/PROMOTIONS INTERN

Promo West North Shore | Oct. 2012 - Sept. 2014

- Facilitated and coordinated with other interns for day-of-show promotions
- Managed various social media platforms
- Compiled and analyzed market research
- Assisted with marketing campaigns to drive ticket sales

CREATIVE/ADVERTISING COORDINATOR

Campus Activities Board | May 2013 - Dec. 2014

- Initiate marketing campaigns that lead to highly attended campus events
- Collaborated and executed inventive rebrand
- Coordinated with event leaders to produce compelling marketing campaigns

BOX OFFICE INTERN

Live Nation Cleveland | May 2013 - Oct. 2013

- Handled opening and closing duties of the office
- Executed tour requests for venue
- Organized and analyzed multiple ticket sales information of prior years

EXPERTISE

Graphic Design ○ ○ ○ ○
Microsoft Office ○ ○ ○ ○ ○
Web Design ○ ○ ○ ○

Social Media Marketing ○ ○ ○ ○ ○
Project Management ○ ○ ○ ○ ○
Ticketmaster ○ ○ ○

Copywriting ○ ○ ○
Multitasking ○ ○ ○ ○ ○
Adaptability ○ ○ ○ ○ ○