

SAMANTHA WHITE

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KEY QUALIFICATIONS

- New York entertainment public relations experience – Media Pitching, Talent Relations, Celebrities, VIPs, Event Management
- Excellent writer – freelance work and selected as USA TODAY College Contributing Writer
- Social media skills – Facebook, Twitter, LinkedIn, Instagram, Vine, Google+, Pinterest, HootSuite

EXPERIENCE

Temporary Copywriter, CROWDSOURCE

- Write content for one of the largest question and answer sites – Ask.com.
- Research subjects, summarize information, and answer questions using inverted pyramid format and AP style.

Fayetteville, Arkansas

May 2014 – Present

Freelance Journalist, MERCY HOSPITAL

- Write freelance articles for Mercy Hospital's public relations department.
- Interview subjects and develop content.

Fayetteville, Arkansas

June 2013 – Present

Marketing Assistant, STAGE 28 TALENT & CASTING LLC.

- Coordinated with founders of Northwest Arkansas Fashion Week to cast talent for the fashion shows.
- Designed and produced a digital model board of the 250 prospective models participating in NWAFW.
- Formatted a new head shot template and talent forms.
- Administered client promotion mailings.
- Aided with agency's new talent casting/go-sees.

Fayetteville, Arkansas

Nov. 2012 – May 2013

Public Relations Intern, SUNSHINE SACHS

- Pitched story ideas and press releases to NYC media and journalists daily.
- Wrote and edited media materials such as fact sheets, bios and face sheets.
- Assisted with press check-in, client management, and celebrity red-carpet interviews for the following events: DKMS Gala, AIDS Walk, Operation Smile Gala, Webby Awards, Henri Bendel Shopping Event.
- Created media lists from Cision database.
- Built trackers of client mentions.

New York, New York

March 2012 - June 2012

Junior Agent/PR Intern, MATT HOYLE PHOTOGRAPHY

- Produced and was the publicist for Hoyle's Celebrity Chef Series which included acquiring Rachel Ray, Paula Deen, Guy Fieri, and Adam Richman.
- Acquired new entertainment and editorial clients.
- Booked celebrity clientele by conversing with their publicists, agents, and managers.
- Conducted promotional mailings.
- Traveled to Los Angeles to aid in the production, styling, and publicity process of Hoyle's 'Make 'Em Laugh' Series which included Jason Bateman, 'The Office' cast, Jane Lynch, and Neil Patrick Harris.
- Managed social media profiles.

New York, New York

Aug. 2011 – Feb. 2012

EDUCATION

UNIVERSITY OF ARKANSAS, Bachelor of Arts

- Major: Journalism, emphasis News/Editorial
- Minor: Marketing

Fayetteville, Arkansas

Aug. 2008 - Dec. 2013

PROMOTIONAL WORK

Harley Davidson, Tick Pick, Crown Royal, Chevrolet, ZAGAT, Giants Football, Coca Cola Recycling Company, Heidi Klum's 'Shine' Perfume, American Airlines, Axe, Comedy Central, Citi Bank, Stella Artois, Guinness, Ciroc, Captain Morgan, Smirnoff, Ketel One, Baileys, Kellogg, Laura Mercier, Lucky Magazine, Ad-Tech, LG Texting Championship, OR-G Vodka, Hammerman Bros. Jewelry Showroom, Barbie Princess for Mattel, commercial actress for Red Oak Farms and First Federal Bank, actress for Urban Daddy prohibition party, print model for Red Oak Farms and First Federal Bank