

# Samantha Salvemini

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Toms River, New Jersey

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## EDUCATION

**James Madison University**, Harrisonburg, Virginia

- Major: Marketing
  - Anticipated Graduation: December 2024
  - Organizations: Women in Business, Gamma Phi Beta
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## COURSES

**COB 300:** This 12-credit course integrated marketing, operations, finance, and management, setting JMU's College of Business apart from other programs by having us work in teams to develop a business plan. 12-credit-hour course

**IMC:** Created, planned, implemented, and evaluated a client-oriented campaign for a local company, integrating advertising, PR, digital marketing, and event sponsorship.

**Social Media Marketing:** This class covered the foundations of social media marketing, including platform usage, strategy development, content creation, customer engagement, and campaign management, while helping a small local company build a social media content plan to increase awareness.

**Marketing Analytics:** This class focused on transforming data into practical marketing solutions using tools like R, RStudio, and Power BI, emphasizing data analysis, predictive modeling, and visualization to support key business decisions through case-based exercises and real-world datasets.

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## EXPERIENCE

**Marketing Intern**, OceanFirst Bank

June 2023 - August 2023

Red Bank, New Jersey

- Boosted overall engagement by 76% in 3 months, increasing average interaction from 1,535 to 2,703 through strategic social media management and content creation.
- Implemented SEO strategies by generating meta descriptions for the company website.
- Conducted research projects on competitors, contributing ideas to increase marketing strategies and gain a competitive edge.
- Developed and edited promotional materials including press releases and website content, enhancing brand visibility and messaging.

**Social Media Manager**, Gamma Phi Beta

December 2021 - December 2022

Harrisonburg, Virginia

- Developed and curated compelling social media content, including images, copy, and graphic design, which boosted member recruitment and philanthropic engagement.
  - Independently created visual content using Canva, CapCut, and Photoshop, tailored to align with organizational branding and messaging.
  - Collaborated with team members to strategize and implement content across social media channels, increasing engagement and outreach.
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## CERTIFICATIONS

- Digital Marketing, *HubSpot*
  - Digital Skills: Digital Marketing, *Accenture*
  - Fundamentals of Digital Marketing, *Google Digital Garage*
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## SKILLS

- Social Media Marketing | Graphic Design | Content Marketing | Canva | Photoshop | Hootsuite | Excel