

Samantha Lee

Entry-Level Marketing Associate

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Summary

Motivated Communication Studies student skilled in SEO, analytics, and content creation, with strong collaboration abilities. Eager to contribute creativity and adaptability to an entry-level marketing role.

Skills

Digital Marketing (SEO, Google Analytics, Mailchimp) • Social Media Management (Instagram, LinkedIn, TikTok) • Content Writing & Editing • Data Analysis & Reporting (Excel, Google Sheets)

Experience

Seattle University Career Services / Marketing Intern

June 2025 - Present, Seattle, WA

- Assisted in creating social media content that boosted student engagement by 25%
- Conducted research on employer partnerships and prepared weekly reports for the marketing team
- Supported planning and promotion of two major career fairs with 500+ attendees

Education

Seattle University / B.A. in Communication Studies

Expected Graduation May 2026, Seattle, WA

Relevant Coursework: Digital Media Strategy, Public Speaking, Business Communication

Volunteering & Activities

Marketing Club, Seattle University — Organized monthly networking events, designed promotional flyers, and managed Instagram account

Habitat for Humanity Volunteer — Contributed 30+ hours to community housing projects during summer breaks

Student Newspaper Contributor — Wrote opinion and lifestyle pieces, practicing copyediting and deadline management