

Samantha Perkins

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Profile

Social Media Specialist at a digital marketing agency; 2023 DePaul University graduate with a bachelor's degree in Digital Marketing and a minor in art; experienced in social media, SEO, digital marketing, and project management; detail-oriented, creative, and a quick learner. Please view my website for examples.

Work Experience

Rescue Marketing | Social Media Specialist | April 2023 - Present

- Manage 20 social media accounts across Instagram, Facebook, TikTok, LinkedIn & YouTube
- Management includes maintaining content calendars, creating content, writing captions and hashtags, preparing reports to show growth and areas of improvement, and engaging with other accounts
- Pitch social media services to potential clients with written proposals and data-driven presentations
- Develop in-depth strategies that include quarterly goals, target audience, SWOT & competitor analysis, keywords and hashtags, content ideas, and best practices for each social media platform
- Keyword research for landing pages and blog articles using Google Keyword Planner and SemRush
- Lead an intern by managing their daily tasks, providing in-depth training, and constructive project feedback
- Assist with miscellaneous tasks: Google Ads, video editing, photoshoots, writing blogs, & webpage creation

LK Events | Production Assistant | May 2025 - Present

- Provide day-of production support for weddings with up to 600 guests
- Ensure the wedding party and vendors stay on schedule by tracking and communicating intricate timelines
- Assist with miscellaneous tasks such as placing name cards, steaming attire, and managing transportation

Raptor Tech Inc. | Marketing Assistant | December 2019 - December 2024

- Led the marketing plan for multiple new product launches with a focus on social media, email campaigns, website updates, product images, writing copy and blogs, and designing product information sheets
- Managed the company's social media accounts by creating content calendars, generating content, writing copy for posts, and preparing reports to track the success of individual posts and channels
- Increased the Instagram following by 52.92% and LinkedIn following by 123%, with average monthly engagement rates on Instagram of 19.50% and 2.45% on LinkedIn over two years
- Built new website pages and edited existing pages to maintain cohesiveness using WordPress
- Created weekly email campaigns using Zoho Campaigns promoting the brand and products

Software, Tools, and Certifications

- Adobe Photoshop
- Adobe Lightroom
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere
- CapCut
- Canva
- Zoho Email Campaign
- Zoho CRM
- WordPress
- Kadence
- SemRush
- Notion
- SurferSEO
- Google Search Ads Certificate
- Google Analytics Individual Qualification
- Meta Certified Media Buying Professional
- Meta Certified Creative Strategy Professional