

Samara Grossel

Digital Marketing | Copywriting | Content Strategy

PROFILE

Experienced Marketing, Copywriting, and Content Strategy professional with a demonstrated history of working in dynamic, fast-paced, team-orientated organizations

CONTACT DETAILS

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Address: 1346 Drayton Lane
Wynnewood, PA 19096

SKILLS

Copywriting; Social Media; Microsoft Office Suite; WordPress; Drupal; Social Media; Final Cut Pro 7; Audacity; Adobe Creative Suite; HTML; CSS; Hootsuite; Tableau Desktop; HubSpot; Google Analytics

EDUCATION

Temple University, Fox School of Business

M.S., Digital Marketing & Management Information Systems
Expected graduation: Fall 2022

Temple University, Klein College of Media and Communication

B.S., Journalism
Cum Laude (3.76 GPA), Honors Program, Dean's List

Foundation for International Education, London, UK

Study Abroad, Liberal Arts
Spring 2016

PROFESSIONAL CAREER

Content Manager

Temple University

December 2021 - Present | Philadelphia, PA

- Manages end-to-end production of content for publications including strategy, messaging, planning, assigning, editing, and writing
- Produces high-quality, actionable, and brand-aligned content for advertising, brochures, emails, fliers, newsletters, postcards, social media and digital marketing
- Contributes to and upholds the department's content strategy, editorial vision, and editorial plan, as well as the university's brand, editorial standards, and style

Content Producer

Temple University

February 2020 - December 2021 | Philadelphia, PA

- Develop and customize content for various audiences, platforms, and purposes in conjunction with design and social media teams
- Produce a broad range of digestible content styles and types, including but not limited to: web, print, email, news articles, and social media

Marketing Associate

The Chamber of Commerce for Greater Philadelphia

September 2017 - July 2019 | Philadelphia, PA

- Acted as the marketing lead and primary contact for weekly workshops, programs, and events
- Supported the regular development of content for social media
- Coordinated the production of HTML emails, promotional kits, newsletters, and printed collateral for annual programming distributed to a list of 22,000+

Public Relations Intern

Kimmel Center Cultural Campus

January 2017 - May 2017 | Philadelphia, PA

- Created press releases, media alerts, blog posts, and social media content
- Drafted pitches and conducted research on specific media targets

Editorial Intern

Philadelphia Weekly

May 2016 - August 2016 | Philadelphia, PA

- Researched and fact-checked content for print and online publications
- Produced content for publication for print and social media platforms