

SAMANTHA FARLOW

Events@FortHoodScholarship.org // linkedin.com/in/samanthafarlow/

EDUCATION

Indiana University, Bloomington, Indiana
Master of Public Affairs, emphasis in Policy

Analysis, July 2020

Harvard X

Certificate of Health Effects of Climate Change, May 2019

University of Kansas, Lawrence, Kansas

Bachelor of Science in Journalism, emphasis in News and Information, May 2017

Bachelor of Arts in Environmental Studies, May 2017

Minor in Public Policy, May 2017

EXPERIENCE

Sales and News Assistant, WTVY/Gray Television

2019 – 2020

- Managed and updated internal station programming
- Assisted account executives with sales initiatives and consolidation of advertising order input
- Wrote 10 to 15 news articles per day, under daily deadlines
- Supported the general sales manager by performing administrative functions

Outreach Coordinator, No Labels, Washington, D.C., and Manchester, NH Offices

2018 – 2019

- Executed the development, planning, coordination, implementation, and evaluation of long-range comprehensive marketing and social media strategies to promote No Labels' services, policies, plans, and activities
- Developed marketing materials such as news releases, fact sheets, web pages, and others to achieve marketing goals
- Measured, analyzed and reported on performance of social media posts deriving actionable insights to improve performance, conversion rates, and loyalty, and increase awareness among core audiences
- Executed weekly meetings and large-scale events with United States senators, United States congresspeople, corporate executives, state legislators, and private citizens, including a 2,000-person presidential candidate convention for the citizens of New Hampshire
- Received and screened applications for a variety of positions, conducted and set up applicant interviews, and made hiring recommendations to the Founder/CEO
- Received a certification in Google Analytics and Advanced Google Analytics

Assistant Director of Communications, Kansas National Education Association

2017 – 2018

- Created and edited graphic products for the website and social media
- Worked as a member of the legislative team to develop proactive responses by researching and editing blog posts
- Executed and produced videos for use within the organization and for distribution to other media platforms, including training videos to provide ongoing technical assistance to directors in the field and in headquarters
- Assisted in the interpretation and implementation of the annual department budget

Communications and Outreach Intern, Kansas Action for Children

2016 – 2017

- Collected, assembled, prepared and disseminated vital information for use within the organization
- Drafted messaging guidance, communications templates, and materials for partner organizations
- Measured, analyzed and reported on performance of social media posts deriving actionable insights
- Conducted daily research for a variety of projects, including KIDS COUNT
- Produced KIDS COUNT booklets for legislators
- Assisted in the roll-out of 2017 Kansas Action for Children Tax Policy Recommendations via executing production of policy books, arranging the venue, and general day-of support

Director of Social Media, Kansas Association of Broadcasters

2016 – 2017

- Served as the public information liaison presence on social media for the organization
- Assisted in the development of long-range social media strategy for the organization
- Worked directly with internal command staff on design and management of social media sites

Public Affairs Intern, U.S. Army Garrison Fort Leavenworth, Public Affairs Office

Summer of 2015

- Maintained the content, design and management of the command social media and internet website through daily updates of event calendar on Fort Leavenworth's website
- Created and edited products (text, graphics, videos) for command web and social media sites
- Developed news articles and informational materials published on The Fort Leavenworth Lamp's, U.S. Army's installation newspaper at Fort Leavenworth, website and social media platforms

HONORS

- Presenter for Heartland Environmental and Resource Economics Workshop on "Generation Compliance: EPA's New Policy on Facilitating Compliance with Environmental Protection Laws," 2016
- Ruben Zadigan Research Scholar, University of Kansas, 2015 and 2016

- University Global Scholar, University of Kansas, 2014