



# SAMANTHA LEON

## Communications

 727-480-2453

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 www.leonsamantha.com

 Gainesville, Florida

## EDUCATION

### Master of Arts in Mass Communication

University of Florida, 2022

Specialization: Public Relations  
GPA: 4.0/4.0

### Bachelor of Science in Public Relations

University of Florida, 2019

Minor: Psychology  
GPA: 4.0/4.0

## AWARDS

### Dean's Cup for Scholarship

University of Florida, 2020

### Outstanding Public Relations Scholar

University of Florida, 2020

## SKILLS

AP Style, Muck Rack,  
Podchaser, Microsoft Office,  
G Suite, Canva

## Experience

### Public Relations & Marketing Researcher

Christie Bilbrey Digital Marketing Agency  
May 2023 – September 2023

- Monitored the media landscape for relevant trends and prepared clients for media interviews
- Determined podcast guesting opportunities in light of clients' thought leadership goals and audience impact objectives
- Proposed and developed new growth strategies for the agency's podcast and researched guest speakers and topics
- Co-hosted an episode of the agency's podcast
- Devised competitive strategies for the agency's rebrand, including social media content and the introduction of AI tools

### Public Relations Assistant

University of Florida International Center  
August 2019 – December 2019

- Created and implemented social media strategies
- Developed content for digital, print and social media
- Promoted the Fulbright program through social media, email, internal newsletters and newspapers
- Facilitated new faculty outreach
- Coordinated events and increased event attendance rates

### Communications Assistant

UF Dept. of Health Outcomes And Biomedical Informatics  
January 2019 – May 2019

- Translated complex research into content for lay audiences
- Showcased department students, events and publications in print and digital content to enhance the department's image and visibility
- Developed feature articles about faculty members
- Edited newsletters, proposals, graphics and WordPress website content

### Certificates

International Communication, University of Florida; Marketing Management, University of Southern California; Hootsuite Platform, Hootsuite; Mobile Marketing, Lynda; Google Analytics, Google