

SAMANTHA POOLE

• Social Media and Corporate Marketing Professional •

(914) 409-6355 • Samantha.Marin.Poole@gmail.com • www.linkedin.com/in/samantha-poole
High Point, NC

PROFILE

Highly motivated social media and corporate marketing professional with a demonstrated history of working in the healthcare consumer marketing and advertising industry. Experienced in internal and external communications and corporate social media management. Currently pursuing a Master's Degree in Strategic Communication at High Point University in High Point, North Carolina.

EXPERIENCE

AllSource PPS | Remote

Grant Analyst | September 2020 – Present

- Processing 50 - 75 client invoices per week
- Coordinating with other team members to ensure prompt payment for clients according to payment terms
- Co-managing invoice submission inbox that receives over 200 invoice submission per week

Wunderman Thompson Health | New York, NY

Associate, Corporate Marketing | January 2019 – June 2020

- Launched corporate social media channels after the merger of greyhealth group, J. Walter Thompson Health and Wunderman Health as a member of the integration team
- Authored, managed, and curated content for all corporate social media pages including Facebook, Twitter, Instagram, and LinkedIn
- Interfaced with HR on the development of external social media recruitment tactics
- Developed an overall strategy and plan for corporate social media by conducting a comprehensive competitive audit
- Managed and updated all external corporate websites
- Supported the corporate communications team with internal initiatives like town halls, lunch and learns and thirsty Thursdays
- Developed recommendations, organized, and planned over a dozen company culture events
- Assisted in compiling media summaries and media reports for multiple external pharmaceutical and consumer product clients

greyhealth group | New York, NY

Associate, Corporate Marketing | August 2018 – January 2019

Effective January 1, 2019, Wunderman Health, ghg | greyhealth group, and J. Walter Thompson Health united to create Wunderman Thompson Health.

- Authored, managed, and curated content for all greyhealth group's social media including Facebook, Twitter, Instagram, and LinkedIn
- Supported the PR team in managing pharmaceutical and consumer product client accounts
- Organized and planned company culture events
- Assisted in compiling media summaries and media reports for external pharmaceutical and consumer product clients

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EXPERIENCE (CONTINUED)

greyhealth group | New York, NY

Corporate Communications Intern | May 2018 – August 2018

- Managed and doubled engagement for all greyhealth group's social media channels including Facebook, Twitter, Instagram, and LinkedIn
- Created a strategy for an internal client relationship management program (CRM)
- Collaborated with a team of interns to pitch a business case to a greyhealth group client
- Supported the PR and corporate communications team in managing client accounts
- Hired as a full-time employee as part of the corporate communications team after internship ended

Pfizer | New York, NY

Corporate Affairs Intern | June 2017 – August 2017 & June 2016 – July 2016

- Authored internal memos and event briefings for Pfizer Innovative Health Group President
- Compiled more than two dozen international and domestic patient testimonial videos into the cloud for easy access
- Assisted in planning major leadership meetings in Sweden, Norway, Greece, and Dubai
- Prepared discussion topics for Pfizer Innovative Health Group President for the Democratic National Convention
- Designed and pitched an iPhone application proposal for internal colleague communications

Mount Sinai Beth Israel | New York, NY

Administrative Assistant | May 2015 – July 2015

- Organized and distributed patient files, gaining time management skills
- Maintained patient confidentiality when handling sensitive and personal information while adhering to all HIPPA guidelines
- Edited and disseminated more than 9,000 letters according to deadlines to inform patients of physician changes

EDUCATION

High Point University | May 2018

B.A., English Literature; Minor: Anthropology

Magna Cum Laude

High Point University | August 2020 – Present

M.A., Strategic Communication

In progress