



# Samantha Thomas

17806 E 96<sup>th</sup> St N. Owasso, OK 74055  
T: 918.857.1750 E: slthomas2323@gmail.com  
[www.linkedin.com/in/samanthathomas23](http://www.linkedin.com/in/samanthathomas23)

## Skills

- Communication and writing
- Bilingual (English/Spanish)
- Marketing and advertising development
- Social Media management
- Organized

## Experience

- Keller Williams Realty Premier—Marketing/Technology Coordinator June '13-Present
- Creating training curriculum for technology available to KW agents
  - Training realtors on eEdge, eAgenC, MLS and MyKW
  - Teach realtors marketing basics
  - Manage marketing material creation and social media platforms for agents
  - Create and distribute marketing materials for agents
- Schnake Turnbo Frank PR—Intern August '12-Present
- Writing and distributing news releases and media advisories
  - Planning and attending press conferences
  - Designing digital media strategies and updating social media platforms and pages
  - Pitching stories to the media
  - Writing proposals and PR plans
- Bellabito Gown Guardian—PR Coordinator June '11-May '12
- Created a branding campaign for this new patent-pending product in wedding industry
  - Wrote news releases
  - Managed email marketing
  - Raised awareness through social media
- Kanakuk Kamps—Student Account Executive Jan. '12-May '12
- Managed group of student employees
  - Created an extensive campaign to increase the number of college students hired by Kanakuk
  - Improved retention of former employees and increased quality and quantity of new applicants
  - Directed research through surveys and focus groups
  - Rebranded college program for both Kanakuk and Kids Across America camps
  - Generated infographic guides, FAQ sheets, posters, advertisements, and engagement surveys
  - Created an efficient way to monitor and manage social media channels
  - Pitched our ideas to Kanakuk board and received excellent remarks

Primus International, LLC—Shipping Coordinator

Oct. '11-July '12

- Coordinated logistics for international shipping

Tulsa Zoo and Living Museum—Intern

Aug.'10-Dec. '10

- Wrote press releases, media advisories and fact sheets
- Planned, promoted and executed events such as HallowZOOeen, Enrichment day and Elebration
- Monitored and managed social media channels
- Compiled data on the values of media mentions

## Education

Oklahoma State University

Aug. '08-May '12

B.S. Journalism and Broadcasting, Public Relations

President's Honor Roll — all semesters

GPA: 3.667