

SAMANTHA DUBOIS

COMMUNICATIONS SPECIALIST & WRITER

PROFESSIONAL SUMMARY

Communications professional and passionate storyteller with 10+ years of experience helping mission-driven organizations and brands tell engaging stories that increase their impact.

WORK EXPERIENCE

SENIOR MANAGER, SOCIAL & DIGITAL MEDIA

Apr 2018 – Dec 2022

B Public Relations | Denver, CO/Remote

- Developed and implemented strategic PR and digital media plans for travel and tourism clients
- Managed and produced organic and paid social media, e-newsletters, and blogs across client portfolio; led digital presence for 22 total clients throughout tenure
- Managed 60+ digital campaigns to secure local and national influencer coverage, including collaboration with TV host Darley Newman that resulted in hits on PBS, CNN, and USAToday
- Oversaw two employees to produce social and digital content

CONTENT EDITOR

Mar 2017 – Jan 2018

Life.io | Remote

- Developed communications strategy for five international health insurance clients to foster meaningful interactions with policyholders
- Managed two freelance writers to produce branded health and wellness blogs
- Led email A/B testing and analysis to increase user engagement

INTERIM ASSOCIATE DIRECTOR, COMMUNICATIONS

Oct 2016 – Feb 2017

Muhlenberg College | Allentown, PA

- Managed social and digital outreach to 20K alumni while covering for employee maternity leave
- Directed social strategy and collaborated with philanthropy team for record-breaking donor day #MULEMENTUM and global alumni event THAW, 2017 CASE Circle of Excellence Winner
- Mentored student intern to produce social content and analytics

COMMUNICATIONS ASSOCIATE

Jun 2015 – Jun 2016

Global Brigades | Esteli, Nicaragua

- Led blog rebrand and managed contributors; collaborated with Ghana program team to produce long-form blog series on Ebola crisis
 - Implemented social media strategy highlighting cross-cultural community experiences to increase reach across platforms by five times
 - Captured community stories across Nicaragua, Honduras, and Panama, e.g. the celebration of a fully-funded, women-owned community bank in Panama's remote Darien region
 - Created marketing plans for student volunteer conferences and Café Holístico coffee
-

WORK EXPERIENCE, CONTINUED

COMMUNICATIONS COORDINATOR

Sept 2012 – Jun 2015

World Education / John Snow, Inc. | Boston, MA

- Led World Education's first website redesign since 2001; managed corporate social and digital content
 - Conceptualized themes, sourced community stories and impact metrics, and managed designers and vendors to create 2013 and 2014 annual reports
 - Collaborated with Asia and Africa program teams to develop promotional materials, e.g. animated policy video for USAID Jordan
 - Partnered with leadership to hone brand identity and develop brand strategy
-

EDUCATION

Boston University | Bachelor of Arts, International Relations | Boston, MA

2008 - 2012

- Studied regional politics and culture of Africa and the Middle East
 - Worked for three years as Publications Assistant at award-winning alumni magazine, *Bostonia*
-

RELATED EXPERIENCE

- Completed first mystery novel in 2022 and continue to improve writing through regular craft workshops
- Continue to maintain personal travel blog, first launched in 2009

Member | Sisters in Crime, Organization for Mystery Authors

Feb 2023 - Present

Member | Association of Writers & Publishers

Jan 2022 - Present

Member & Student | Lighthouse Writers Workshop | Denver, CO/Virtual

Jan 2020 - Present

SKILLS

Communications Strategy

Content Creation

Media Relations

Adobe Creative Suite

Branding and Marketing

Social Media Management

Copywriting

CRM & CMS Platforms
