

SAMANTHA LIU

Washington DC Metro Area

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EDUCATION

Bachelor of Science, Marketing and Supply Chain Management

University of Maryland at College Park | Robert H. Smith School of Business

Honors College, Design Cultures & Creativity | Strategic Design Fellow

Expected: May 2025

Overall GPA: 3.8

EXPERIENCE

Closr | Marketing Strategy Intern | New York, NY

Jun 2024 – Present

Full-time summer internship at online retailer featuring cause-driven, emerging designers

- Build strong community engagement with emerging designers and the broader luxury fashion community by curating written, graphic, and video content for Instagram and TikTok
- Develop and manage social content calendar and strategic marketing campaigns for product launches and designer drops using performance analytics tools
- Engage with clients and assist in custom styling appointments; supported operations at NYFW SS25

Kokie Cosmetics | Digital Marketing Intern | Beltsville, MD

Jun 2023 – Dec 2023

Full time 2023 summer internship + part-time fall term extension for full-line cosmetics brand

- Modernize social media narrative through strategic content creation, including filming, editing, and graphic design for 100k+ follower base on Instagram, TikTok, X, and Facebook
- Create weekly reports analyzing performance and engagement across social media platforms
- Research, recruit, and track PR micro and macro influencers, increasing engagement by 15%

OpenBarre | Barre & Stretch Instructor | College Park, MD

Apr 2023 – Present

3+ times weekly, leading instructor at Barre, Stretch, HIIT, and Pilates fitness studio

- Develop and instruct low-impact group fitness classes improving flexibility, strength, and mindfulness

Kappa Alpha Theta | Online Media Director | College Park, MD

Sep 2022 – Nov 2023

Elected volunteer position at leading women's group and first Greek letter fraternity among women

- Curate trending graphic and video social content, leveraging growth analytics to increase reach

Ballet Company M | Social Media Chair & Instructor | College Park, MD

Sep 2021 – Present

Elected volunteer position with 6+ hour weekly commitment at student-run ballet company

- Manage social media accounts, lead technique classes, and choreograph for company members

Reformation | Sales Associate | Washington DC

Jun 2022 – Aug 2022

2022 summer associate at mid-tier luxury sustainable fashion brand at Georgetown retail location

- Provide highest level of customer service by engaging clients on showroom floor, advising on client needs, and providing guidance through tech-driven sales model

SKILLS

Adobe Photoshop, Illustrator, InDesign, Premiere Pro, Lightroom, Canva | MS Excel, PowerPoint, Word | Mail Chimp, Buffer | TikTok, Instagram, X, YouTube, Facebook