

Samantha A. Longo

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EDUCATION

The University of Iowa | Tippie College of Business

Iowa City, IA

Bachelor of Business Administration

May 2023

- Certificate in Event Management
- **GPA:** 3.34/4.0
- **Honors:** Dean's List, IMEX America Future Leader Award

WORK EXPERIENCE

University of Iowa-Department of Athletics

Iowa City, IA

Big Ten Network Production Assistant

January 2023 – Present

- Produced and broadcasted 50+ live sports events, including basketball, gymnastics, track and field, softball, and baseball.
- Operated production switchers, graphic engines, and replay machines, including NewTek 3Play and PlaybackPro media server systems, to ensure seamless broadcast quality for live sports coverage.
- Streamlined camera operations for live sports coverage, performing tasks such as setup, breakdown, and troubleshooting of professional JVC camcorders to minimize technical issues and improve production quality.

Social Reporters

Milan, Italy

Social Media Manager

May 2022 – Present

- Created and executed a 14-month social media plan for The World Congress of Dermatology that increased monthly reach by 5,000 people.
- Developed and distributed 10+ weekly social media posts across various platforms utilizing Adobe Creative Suite to enhance brand awareness.
- Incorporated a cross-channel social media strategy that propelled the WCD podcast to rank #10 in the U.S. on Apple Podcasts for 4 consecutive weeks.

Beadology

Iowa City, IA

Digital Marketing Strategist

January 2022 - May 2022

- Improved website branding, reduced loading times to 1.5 seconds, and boosted SEO, resulting in improved search rankings.
- Implemented SEO best practices, resulting in a 2% increase in organic traffic and conversion rates.
- Analyzed website and social media performance using Google Analytics and Hootsuite to track key metrics and identify areas for improvement.

Up & Up

Iowa City, IA

Content Creator

January 2021 – May 2021

- Produced an engaging virtual festival featuring a Lollapalooza headliner for 700 attendees.
- Boosted sales by \$14,000 through strategic giveaways and enhanced streaming quality to improve consumer experience.
- Designed compelling digital ads and graphics to enhance the marketing team's monthly sales.

LEADERSHIP EXPERIENCE

Phi Gamma Nu

Iowa City, IA

Director of Communications

November 2021 – Present

- Managed and directed various chair committees to develop an integrated communications plan that improved PGN's brand awareness.
- Fostered team atmosphere and alumni network for effective external communication with professionals and sponsors.
- Organized philanthropic events with sponsors for Iowa City charities, including UI Stead Family Children's Hospital, Ronald McDonald, and CommUnity Crisis Services.

OnIowa!

Iowa City, IA

Program Leader

March 2021 - Present

- Mentored 40 new students by offering academic guidance and emotional support.
- Assisted 600 families during their move-in to residence halls.

SKILLS

- Proficient in cross-channel social media strategy, content creation, and SEO marketing with attention to detail, creative thinking, and a passion for sports. Skilled in Adobe Creative Suite and Microsoft Office Suite, with effective communication and collaboration skills. Highly organized and self-starter who thrives in a fast-paced, deadline-driven environment.