



SAMANTHA ALLENDER

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#readytowork

Authorized to work in the US for any employer

WORK EXPERIENCE

Digital Marketing & Social Media Manager

Samantha.Speaks Llc - Baltimore, MD

February 2020 to Present

- Media planning
- Content creation
- Content Marketing
- Social Media Marketing
- Advertising

Project Manager

CACI International Inc - Baltimore, MD

December 2019 to March 2020

- Oversee Projects for Advertising
- Plan, buy and carry out Vendor Contracts
- Negotiate media Buying space with Vendors
- Work alongside team Members
- Social Media Marketing
- Data analytics

Call Center Agent

Travel Advantage Network - Glen Burnie, MD

April 2010 to December 2011

- Sales of Company Acquired Timeshare properties over email and telephone for customer base.
- Resolving property Maintenance tickets with maintenance team
- Customer/Client Retention

Data Analyst

Merkle, Inc. - Columbia, MD

July 2007 to June 2010

- Data Management for several Non-Profit Organizations -Blinded Veterans, American Cancer Society, AARP, MS, ETC.
- Daily Maintenance of client Data Structures to ensure QC.
- Fulfill Client "Orders" implementing several company developed programming systems
- Build new infrastructures as required and requested alongside development and programming team
- Daily reporting

Executive Assistant

Village Economy Stores, Inc. - (Purple Heart funded) - Violetville, MD

April 2004 to July 2006

- Payroll for 300+ Hourly employees utilizing ADP payroll Solutions.
- Human Resources for New Hires as well as Terminations
- Accounts Payable/Accounts Receivable for 75+ Vendors
- Manage Drivers and Driver daily runs for Bail lifts
- Accounting alongside CPA to Audit/Resolve Quarterly expenses, Fiscal year reporting.
- Maintain Vehicles, Driver expense reporting.

EDUCATION

High school or equivalent in Child Development

Lansdowne High & Academy Of Finance - Halethorpe, MD

June 2000 to May 2004

SKILLS

- **Telemarketing**
- **Data Analytics**
- **Media Buying**
- **Data Analysis**
- **Analytics**
- **Branding**
- **Digital Marketing**
- **Content Creation**
- **Media Planning**
- **Content Marketing**
- **WordPress**
- **Google Analytics**
- **Blogging**
- **Data Structures**
- **SEM**
- **Search Engine Optimization (SEO)**
- **Email Marketing**
- **Social Media Management**
- **Content Management**
- **Public Relations**

CERTIFICATIONS AND LICENSES

Google Analytics

February 2020

ASSESSMENTS

Data Analysis — Proficient

November 2019

Interpreting and producing graphs, identifying trends, and drawing justifiable conclusions from data.

Full results: https://share.indeedassessments.com/share_to_profile/38dab98554ba097bb504b16b344f690d

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