

SAMANTHA LIPSCOMB

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OBJECTIVE	To gain professional design experience through employment in the marketing and advertising field.	
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EDUCATION	Boston College, Chestnut Hill, MA Bachelor of Arts in Communication and Philosophy Dean's List, Fall 2006, Spring 2008, Fall 2008, Spring 2009, Fall 2009, Spring 2010	September 2006-May 2010 GPA: 3.4
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EMPLOYMENT	Grant Communications Consulting Group, Lynn, MA <i>Art Manager</i> Oversee design of all marketing collateral; meet with clients to determine focus, target and appeal of materials, provide consultation and feedback for web management systems and social media; produce publications according to specified deadlines; make final decisions regarding design layout, typography, photography, and element spacing; manage company design portfolio	August 2010-Present
	Boston College Office of Marketing Communication, Chestnut Hill, MA <i>Design Intern</i> Created informational designs to publicize events and lecture series for various academic and administrative departments; aided in the creation of official university announcements such as holiday greeting cards, or publications such as event programs	September 2009-August 2010
	Boston College Media Technology Services, Chestnut Hill, MA <i>Design Work Study</i> Designed and produced creative flyers or posters to publicize events for faculty and staff members; aided in the creation of logos for academic or administrative departments; edited existing designs of posters or maps to be displayed around campus	September 2009-August 2010
	Ebben Zall Group, Needham, MA <i>Advertising Department Intern</i> Compiled advertising recaps of data from past campaigns; entered media-buying data and spot dates into scheduling software; uploaded creative advertisements to databases of print media; proofread advertisement copy; reconciled copy and creative of advertisements with companies; contacted clients; aided in development of company website (http://ebbenzallgroup.com)	May 2009-September 2009
	Staples, Inc., Allston, MA and Shelton, CT <i>Copy & Print Center Specialist, Cash Office Primary Associate, Copy & Print Center Associate</i> Supervised employees and trained new associates; developed processes to increase profit margin and offer total solutions to customers; monitored weekly budget, supply levels and order logs; produced copy and print orders according to detailed customer instructions; negotiated order options to increase sales and revenue; managed daily store deposits; settled register tills	September 2005-September 2009

EXPERIENCE	CTFIRST Regional Planning Committee, Hartford, CT <i>Volunteer Coordinator, Marketing and Design</i> Assign and train volunteers to run a three-day robotics competition, design mobile applications to keep track of volunteers' hours and responsibilities, participate in pre-competition discussions and decision processes; design and maintain email templates sent by the committee to competitors, volunteers, visitors and VIPs, aid in maintenance of website (http://ctfirst.org)	September 2010-Present
	Undergraduate Government of Boston College, Chestnut Hill, MA <i>Executive Director of Communication, Director of Design</i> Directed all communication within organization; managed projects of marketing and advertising team; developed effective and creative publicity campaigns; employed use of modern technology and social media to promote events and programs, developed artwork for mass publications; designed and maintained website (http://ugbc.org); created brand identity for the organization	September 2006-May 2010
	Boston College Student Admission Program, Chestnut Hill, MA <i>Technology Coordinator</i> Developed new ways to incorporate technology into the process of contacting prospective students; designed, updated and maintained website (http://bc.edu/sap); monitored student weblogs; created brand identity for the organization	September 2006-May 2010
	Boston College Arts Festival Marketing Council, Chestnut Hill, MA <i>Council Member, Designer</i> Designed marketing materials and managed publicity distribution for Arts Festival events, organized targeted marketing campaigns for students, faculty members, administrators, and visitors of Boston College	January 2010-May 2010
	Sub Turri, Chestnut Hill, MA <i>Academics Editor</i> Managed the layout and design of the Academics Section of <i>Sub Turri</i> , the yearbook of Boston College; directed staff members in assigning copy and photography; ensured spreads are submitted according to deadline	September 2009-May 2010
	WCVB Channel 5, Needham, MA <i>Design Department Intern</i> Created graphics for the evening news based on graphic requests from the assignment desk; rendered maps for news stories that required visual aids; designed banner advertisements for station website (http://thebostonchannel.com)	June 2009-August 2009

COMPUTER SKILLS	Languages: XHTML, HTML, CSS, PHP, Javascript Software: Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Flash; QuarkXPress; MS Word, Excel, PowerPoint, Publisher
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