

# Samantha Christine Penenburgh

---

## Campus Address

865 Port Republic Road, Apt. 311  
Harrisonburg, VA 22801

703.244.6005

spenenburgh@gmail.com  
*Portfolio:* spenenburgh.wordpress.com

## Home Address

1068 Bellview Road  
McLean, VA 22202

---

## Education

**James Madison University**, Harrisonburg, VA  
Bachelor of Science, Cum Laude Honors, May 2012  
Media Arts and Design Major, Corporate Communications Concentration; Art History Minor  
Major GPA: 3.67, Overall GPA: 3.54  
Dean's List (Fall 2009, Fall 2010, Fall & Spring 2011)

---

## Experience

**865 East, The Residence and Plaza** Harrisonburg, VA August 2011 – Present  
*Marketing Director/ Leasing Consultant*

- Manage and forecast spending for marketing budget and strategizing use of money on advertising, promotional items and resident events
- Design company's website and created assets for digital use, including photography
- Design and provide all photography for advertisements and flyers
- Plan and execute housing fair booths and resident events
- Developing relationships with potential new clients and securing new leases

**Automotive Resources Inc.** Manassas, VA May 2011 – August 2011  
*Social Media Coordinator*

- Developed strategy and executed the company's social media plan
- Researched social media outlets to best fit company's needs and made recommendations for social media presence
- Designed and created the company's Facebook, LinkedIn, YouTube and Flickr pages

**Time Inc. InStyle Magazine** New York, NY June 2010 – August 2010  
*Digital Marketing/ Sales Planning Intern*

- Updated sales collateral and general presentations for marketing and sales team
- Developed case study on celebrity fashion influence impacts consumer market for Associate Publisher
- Worked closely with Sales, Marketing, Edit and Ad Operations to obtain an understanding of the sales process and to gain knowledge of media math to create media plans for advertisers

**National Jean Company** Reston, VA May 2009 – August 2009  
*Sales Associate*

- Styled customers, merchandised clothing and sold high-end clothing and accessories

**South Moon Under** Reston, VA May 2006 – August 2008  
*Sales Associate*

- Designed window displays and merchandised clothing, jewelry and home décor
- Interacted and assisted customers with product recommendations

---

## Leadership and Membership Affiliation

**Alpha Sigma Alpha**, Beta Epsilon Chapter August 2009 – Present

- Executive Board Member, Panhellenic Delegate (January 2011 – December 2011)
- Rho Gamma, recruitment guide coordinator (Recruitment Fall 2011)
- Designed sorority house basement (Summer 2011)
- Junior Panhellenic Delegate (January 2010 – December 2010)

**Order of Omega** October 2011 – Present

- Honorary Greek Leadership member

---

## International Experience

- Traveled to over 25 different countries including; South Africa, Italy, France, Spain, England, Hungary, Romania
- Culturally emerged myself in all countries I went to along with learning a lot about the historical elements in each

---

## Skills

Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Microsoft Office, Facebook, Twitter, Flickr, LinkedIn and Wordpress.