

SAMANTHA LIPSCOMB

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OBJECTIVE To gain professional experience through employment in the creative design and marketing fields

EDUCATION **Boston College, Chestnut Hill, MA** **September 2006-May 2010**
Bachelor of Arts in Communication and Philosophy GPA: 3.4
Dean's List, Fall 2006, Spring 2008, Fall 2008, Spring 2009, Fall 2009, Spring 2010

EXPERIENCE **Undergraduate Government of Boston College, Chestnut Hill, MA** **September 2006-May 2010**
Executive Director of Communication, Director of Design
Directed all communication of organization; managed projects of marketing and advertising team; developed effective and creative publicity campaigns; employed use of modern technology to promote events and programs, designed and produced innovative advertisements; developed artwork for mass e-mail newsletters, handbooks, and other publications; design webpage layout and updated website (<http://ugbc.org>); created brand identity for the organization

Boston College Student Admission Program, Chestnut Hill, MA **September 2006-May 2010**
Technology Coordinator
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

Boston College Arts Festival Marketing Council, Chestnut Hill, MA **January 2010-May 2010**
Council Member, Designer
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

Sub Turri, Chestnut Hill, MA **September 2009-May 2010**
Academics Editor
Managed the layout and design of the Academics Section of *Sub Turri*, the yearbook of Boston College; directed staff members in assigning copy and photography; ensured spreads are submitted according to deadline

The Heights, Chestnut Hill, MA **September 2009-May 2010**
Graphics Staff
Designed graphics, images and spreads for issues of *The Heights*, the independent student newspaper of Boston College

WCVB Channel 5, Needham, MA **June 2009-August 2009**
Design Department Intern
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>)

EMPLOYMENT **Boston College Office of Marketing Communication, Chestnut Hill, MA** **September 2009-Present**
Design Intern
Create informational designs to publicize events and lecture series for various academic and administrative departments; aid in the creation of official university announcements such as holiday greeting cards, or publications such as event programs

Boston College Media Technology Services, Chestnut Hill, MA **September 2009-Present**
Design Work Study
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

Ebben Zall Group, Needham, MA **May 2009-September 2009**
Advertising Department Intern
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>)

Staples, Inc., Allston, MA and Shelton, CT **September 2005-September 2009**
Copy & Print Center Specialist, Cash Office Primary Associate, Copy & Print Center Associate
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 and settle register tills

Boston College Office of Residential Life, Chestnut Hill, MA **May 2008-August 2008**
Designer and Summer Staff **May 2009-August 2009**
Assisted in the design of a Residential Life *Collegiate Way* handbook to introduce various living arrangements and offerings to students at Boston College; ensured building safety and aided in smooth transitions of residents over the course of the summer

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