

Samantha Nicole Traina

Marketing Specialist

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samanthanicoletraina.com

Education

Master of Fine Arts, Comics
California College of the arts

Bachelor of Fine Arts,
Creative Writing
Specialization in Publishing
Columbia College Chicago

Relevant Skills

Photoshop

InDesign

Premiere pro

Illustrator

Word Press

Google Ads

Microsoft Suite

Social Media

Experience

Norris & Stevens, Inc.

Marketing Specialist

March 2022 - Current

- Developed property packages for sales/leasing.
- Oversaw online reputation across Google, Yelp, and other review platforms.
- Designed and managed 180+ websites for various properties.
- Executed digital ad campaigns.
- Produced promotional and educational video content.
- Controlled property listings on diverse real estate platforms.
- Crafted logos for new apartment complexes.

Minico Publishing

Video & Multimedia Specialist

- Jan 2021- March 2022
- Edited promotional and educational videos.
- Oversaw website back-end management.
- Designed and paginated quarterly publications.
- Wrote ad copy for publication promotion.
- Executed digital and print ad design.
- Promoted products on social media.
- Assisted with convention tabling.
- Contributed written articles to publications.
- Managed social media profiles for publications

Publishing Coordinator

Nov 2016 -Jan 2021

- Designed covers
- Wrote topical articles
- Wrote ad copy
- Coordinate ads between sales team and production