

# Samantha Nicole Traina

## Marketing Specialist

510-775-5426

samanthantraina@gmail.com

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 backend 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