**Samantha Mix**

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**EDUCATION**

**James Madison University Harrisonburg, VA**

*Bachelor of Business Administration: Marketing, Digital Marketing Concentration* Expected May 2025

* **GPA**: 3.36

**PROFESSIONAL EXPERIENCE**

**James Madison University**  **Harrisonburg, VA**

*Content Strategist and Marketing Assistant*  Aug 2024 – Present

* Develop and implement content strategy, copywriting, editing, information architecture, storyboarding, and brand messaging for the JMU Master Calendar, ensuring effective and engaging event content
* Curate events by evaluating details, adding images, featuring them, and approving or rejecting them for publication
* Publish, schedule, and approve content for JMU's digital signage network using Korbyt software, maintain accuracy of event details, and collaborate with schedulers and sponsors to ensure consistent, high-quality information across all platforms

**Pure Barre**  **Fairfax, VA**

*Sales Associate*  Aug 2024 – Present

* Conducted cold calls and outreach to prospective clients, introducing them to Pure Barre offerings and consistently meeting membership sales goals
* Managed lead database, followed up with potential clients, and scheduled class trials, building a steady pipeline of new members
* Provided a welcoming studio environment, assisted clients with class bookings, addressed inquiries, and ensured positive experiences that fostered long-term member retention

**LEADERSHIP/EXTRACURRICULAR EXPERIENCE**

**Alpha Sigma Tau,** James Madison UniverityNov 2021 – June 2021*Member, VP of Finance*

* Developed and implemented risk mitigation strategies related to financial activities, ensuring stability and integrity
* Prepared financial documentation and collaborated with auditors to facilitate smooth and accurate audits
* Managed financial transactions including handling checks and overseeing the sorority’s bank account to ensure accurate record-keeping and financial stability

**Alpha Sigma Tau,** James Madison Univerity Jan 2023 – June 2024*Director of Community Service*

* Organized and led community service projects in collaboration with local charities and organizations.
* Cultivated a culture of philanthropy and social responsibility within the sorority through education and advocacy initiatives