

SAMANTHA TREIMAN

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www.SamanthaTreiman.com

EDUCATION

George Washington University
BA, Journalism & Mass Communication

TECHNICAL SKILLS

Digital Communications | Strategic Engagement | Email Marketing | Client Relations | Paid Media | Editing | Data Reporting | Salesforce | Google Analytics | Sprout Social | Sendible | Hootsuite | WordPress | Constant Contact | Adobe CC | Final Cut Pro X | Final Cut Pro | Cision | Muckrack | Meltwater | Stata | Tableau | Flourish | Marketo | Drupal | IMiS | Wix

WORK EXPERIENCE

National Association for Business Economics — Washington, DC

Associate Director of Communications and Marketing | Feb 2025 – Present

- Lead all communications efforts across the association, ensuring consistent branding and messaging
- Track performance metrics to analyze and report on center growth and communications reach
- Oversee email marketing campaigns via Constant Contact to engage members and promote programs
- Drive strategy and lead growth initiatives for NABE's educational offerings
- Manage and implement social media strategy to grow online presence and engagement
- Develop and execute communications for NABE's major annual conferences and events

MDG (Marketing Design Group, a Freeman Company) – Washington, DC

Associate Account Director | April 2024 – January 2025

- Serve as primary point of contact for four clients, managing accounts independently
- Lead campaign strategy, kick-offs, and presentations
- Oversee copy/design to ensure brand consistency
- Track performance data and make strategic recommendations
- Manage project budgets and timelines

Atlantic Council – Washington, DC (Various Roles)

Associate Director of Communications & Signature Events | September 2022 – April 2024

- Developed and led communications for two major annual events
- Produced strategic slide decks for fundraising and engagement
- Oversaw digital comms supporting multi-million-dollar fundraising campaigns
- Coordinated with honorees and talent teams for high-profile events

Assistant Director of Media & Communications, Middle East Programs | January 2022 – September 2022

- Increased newsletter audience by 25%
- Grew social media following by 70%
- Launched paid campaigns on Twitter/LinkedIn
- Supported directors with scheduling and data reports
- Oversaw podcast and video/graphic production via contractors

Media & Communications Coordinator, Middle East Programs | June 2020 – December 2021

- Created and implemented full digital strategy doubling engagement
- Supported launches of three initiatives with press/PR
- Led team trainings on digital tools with custom guides and videos
- Responded to breaking news with rapid media outreach, tripling media reach

CorePower Yoga – Washington, DC

Yoga Instructor | May 2023 – Present

Up Dog Yoga Community DC – Washington, DC

Yoga Instructor & Digital Marketing Consultant | January 2024 – Present

Additional Internships:

The John F. Kennedy Center for the Performing Arts (Fall 2017) | U.S. House of Representatives (Spring 2018) | C-SPAN (Summer 2018) | Voice of America (Fall 2019) | Information Technology & Innovation Foundation (2019-2020)