

SAMANTHA TREIMAN

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EDUCATION

George Washington University
BA, Journalism & Mass Communication

TECHNICAL SKILLS

Digital Communications | Strategic Engagement | Email Marketing | Editing | Data reporting | Salesforce | Google Analytics | SnapStream | Sprout Social | WordPress | Switchboard (social media streaming) | Adobe CC | Final Cut Pro X | Final Cut Pro | Cision | Muckrack | Meltwater Stata | Tableau | Flourish | Marketo

WORK EXPERIENCE

ATLANTIC COUNCIL, USA

Associate Director of Communications & Signature Events

Washington, DC
September 2022 – Current

- Design and execute strategic communications plans to support the Atlantic Council's two annual awards dinners which focuses on press, social media engagement, and email marketing communications (internal and external)
- In collaboration with the Atlantic Council Executive team, I produce and design slide decks and collateral to showcase Atlantic Council fundraising efforts, strategic engagement analysis, and organizational impact
- Oversee and manage all digital communications in coordination with the Atlantic Council's Executive Office and Engagement teams to support ongoing, multi-million dollar fundraising campaigns
- Manage honorees and talent in coordination with the wider events and engagement teams

Assistant Director of Media & Communications, Middle East Programs

January 2022 – September 2022

- Designed and managed a weekly newsletter with an audience that increased more than 25% since joining the team
- Increased the Middle East team's social media following by more than 70%
- Launched various paid advertising campaigns across Twitter and LinkedIn to promote MEP programming
- Provided additional staffing and support for senior directors, which included scheduling and data reports
- Collaborated with multiple external contractors to produce podcasts and to create additional graphic and video products

Media & Communications Coordinator, Middle East Programs

June 2020 – December 2021

- Wrote and executed a detailed communications and digital engagement strategy for the Middle East team which doubled engagement across social media platforms and email marketing initiatives.
- Supported the launch of three initiatives with a focus on press engagement and strategic promotion strategies.
- Designed and led various trainings on social media engagement and email marketing to support the Middle East team's overall communications efforts among staff. Trainings included written guides with video tutorials.
- Responded to breaking news in the region by writing rapid response pieces and sending tip sheets to media, which tripled the Atlantic Council's Middle East Program's overall media reach in the last two years.

INFORMATION TECHNOLOGY & INNOVATION FOUNDATION (ITIF)

Communications Intern

Washington, DC
June 2019 – May 2020

- Collaborate with communications team to research and pitch op-eds to targets and identify journalists in effort to generate press coverage of reports and events.
- Worked alongside events coordinator to design and execute on-site events, streamlining speaker and guest check-in as well as a pre and post-event strategy for each event.
- Draft and schedule tweets to promote reports, op-eds, and events.
- Track news coverage, op-ed placements, and social media interaction to produce a detailed weekly report that analyzes data that dates back to 2012.

VOICE OF AMERICA

Border Crossings Intern

Washington, DC
September 2018 – December 2018

- Collaborated with Directors and Producers to send pitches to music artist for in-studio interviews and performances to be featured on the radio show *Border Crossings*.
- Interviewed musicians and recorded voice over segments to create five, 8-minute features edited using DALET Radio Suite. The features aired on *Border Crossings* radio show.

C-SPAN

Programming Operations & Promotions Intern

Washington, DC
June 2018 – August 2018

- Drafted and edited over 20 voice over scripts for daily *Washington Journal* promos, which air on C-SPAN.
- Edited over 10 daily promos using Adobe Premiere CC for the *Washington Journal*.
- Utilized Adobe Photoshop and Adobe Illustrator to create various graphics such as lower-thirds.
- Reviewed over 40 hours of footage, pulling multiple clips to be used for in-house video promotions.

THE JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS

Public Relations Intern

Washington, DC
September 2017 – December 2017

- Served as a liaison between press representatives and performers during red carpet events and various programming including high-profile events such as the Kennedy Center Honors.
- Drafted and edited two playbills, contributed to four monthly press releases for Millennium Stage programming, as well as drafted additional press releases for various events.
- Collaborated with public relations team to collect, reformat and, archive over 300 news clips across media outlets, resulting in the internal listing in over 20 press reports of featured coverage for the board of directors and potential donors.
- Worked with press representatives to compile over twenty media lists using Cision to distribute information on the Mark Twain Prize for American Humor and the Kennedy Center Honors.