

Samantha Irby
samanthairby@hotmail.com
samanthairby.yolasite.com

EDUCATION

University of Oklahoma, Norman, OK **August 2009 - May 2013**

Bachelor of Journalism and Mass Communication

Major: Public Relations Minor: Psychology GPA: 3.5

Skills: Adobe Photoshop, Adobe Premiere Pro, InDesign, Microsoft Word, PowerPoint, Excel, SPSS (Statistical Analysis Program), Research, Public Speaking, Social Media

EXPERIENCE

Reunion Tower Operations Company, LLC. **August 2013 - Present**

Communications Administrative Assistant

- Manage, respond and report on all inquiries related to group reservations, private events and Reunion Tower light shows
- Coordinate and distribute the schedule of events to all departments of RTOC and involved parties i.e. Wolfgang Puck, Hyatt Regency Dallas, Hunt Consolidated and Woodbine Development
- Assist in the creation and distribution of marketing materials
- Establish relationships with local landmarks and businesses to create cross-promotional opportunities

The Odyssey Newspaper, Norman, OK **May 2012-September 2012**

Sales Executive

- Worked with the Executive Sales Team to reach our goal of \$30,000 to launch the paper at the University of Oklahoma
- Developed a strong team by recruiting one third of the talented writers and graphic designers

Ella Bleu, Plano, TX **December 2008 – July 2009**

Sales Consultant

- Updated social media account and official website with special sales events
- Redesigned and revamped floor space and displays for a fresh look as new inventory was delivered on a bi-weekly basis

LEADERSHIP

Pi Beta Phi Sorority, University of Oklahoma **August 2009 – May 2013**

Senior Transition Officer (2012)

Dallas Hometown Leader (2012)

Vice President Event Planning (2011)

- Planned, scheduled and executed all chapter events while managing a budget of \$50,000

Recruitment Chair (2011)

- Increased our chapter's acceptance rate and exceeded the Panhellenic new member quota by 11% for 2011
- Orchestrated production of recruitment skits that were presented to over 1,000 potential new members

National Convention Delegate (2011)

- Was one of three chosen out of 250 members to attend
- Deliberated with Grand Council and Regional Officers to vote on changes and additions to national bylaws

University of Oklahoma Camp Crimson **Summer 2010**

Group Leader

- Advised the incoming freshmen class on academics, leadership roles and traditions