

Samantha “Sam” Hendrix

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An achievement-oriented professional enthusiastic about sports marketing, brand management, and communications. Blends strategic thinking with a creative flair to conceptualize and implement impactful marketing campaigns. Reputation for creative thinking and strong work ethic. Media internship experience with Speedway Motorsports and SEC Football.

Education

University of Mississippi | Bachelor’s Degree in Integrated Marketing Communications | GPA: 3.9

- Minor in General Business and Public Relations Specialization
- Chancellor’s List, Dean’s List, Provost Scholar, National Society of Leadership and Success

Work Experience

Mississippi Federal Credit Union, Oxford, MS

September 2023-Present

Social Media Marketing Intern

- Curate social media plans and calendars to strategically schedule content
- Analyze social media analytics, including post impressions, audience reach, and profile performance
- Collaborate with the marketing team to align social media efforts with broader marketing strategies

Speedway Motorsports, Multiple Locations

June 2023-Present

Media and Communications Temp. Intern

- Travel to various SMI tracks, including Las Vegas Motorspeedway and Sonoma Raceway, to assist the communications team during NASCAR race weeks
- Support media relations efforts, content creation, and public relations activities
- Draft and edit press releases, media advisories, and other communications materials to promote race events
- Compile and analyze media coverage reports, tracking key metrics using Cision PR software to provide insights

University of Mississippi School of Business, Oxford, MS

January 2023-Present

Marketing and Communications Intern

- Develop and produce press releases, personality profiles, and event coverage stories using AP Stylebook
- Cover various events hosted by the School of Business including interview panels and symposiums
- Collaborate with social media ambassadors to create content and stories for social media accounts

Sonoma Raceway, Sonoma, CA

May 2022-August 2022

Media and Community Relations Intern

- Planned, organized, and hosted press conferences for Sonoma Raceway, NASCAR, and NHRA
- Utilized Microsoft Excel to coordinate the distribution of credentials to media personnel for races
- Planned, drafted, and published press releases regarding on-site events and happenings

University of Mississippi Football Team, Oxford, MS

August 2021-December 2021

Video Operations Intern

- Filmed and worked over 80 team practices and 9 football games
- Assisted with video filing and editing to quickly produce film for coaches and broadcast networks such as ESPN
- Collaborated with other in-department and out-of-department coworkers to optimize time during team practices

Leadership Experience

Ole Miss PRSSA, Communications Committee

- Responsible for developing engaging and relevant social media content to promote PRSSA events
- Spearheads the creation and distribution of a monthly newsletter to PRSSA members

UM Ad Club - American Advertising Federation

Phi Mu - Alpha Delta Chapter, Banner Chair

- Utilized Canva, Procreate, and Adobe Photoshop to produce designs for more than 20 banners
- Hand-painted more than 14 9’x12’ banners and printed more than 6 8’x10’ banners

Phi Mu - Alpha Delta, Social Media Chair Assistant

- Coordinate photoshoots with members and photograph chapter events for social media promotion
- Use Canva and Adobe Creative Suite to design, draft, and edit content for social media