

Samantha Hendrix

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Marketing and communications professional with experience at FedEx, NASCAR, and SEC athletics, skilled in storytelling, brand strategy, and digital campaigns. Led creative execution for AT&T in the NSAC, blending research, media strategy, and cross-platform content. Proven ability to elevate brand visibility through data-driven insights and audience engagement.

Professional Experience

University of Mississippi School of Business, Oxford, MS

January 2023-May 2025

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.

FedEx World Headquarters, Memphis, TN

June 2024-August 2024

Global Media Relations Intern

- Managed the company's media inbox, serving as the first response to inquiries to ensure efficient communication.
- Optimized the Speakers' Bureau by analyzing trends to align executive visibility with FedEx's media strategy and prioritized high-impact speaking opportunities.
- Designed and scheduled visually compelling newsletters while analyzing industry trends and competitor marketing strategies to optimize messaging across platforms.

Mississippi Federal Credit Union, Oxford, MS

September 2023-December 2023

Social Media Marketing Intern

- Developed content calendars and scheduled posts to align with marketing strategies, leveraging analytics to optimize engagement and audience interaction.
- Created visuals using design tools like Canva to support social campaigns and enhance engagement.
- Analyzed social media analytics, including post impressions, audience reach, and profile performance.

Sonoma Raceway & Las Vegas Motor Speedway

May 2022-October 2023

Media and Community Relations Intern

- Developed content strategies for motorsports events, integrating storytelling, live coverage, and social engagement to enhance brand visibility.
- Drafted press releases and managed media relations, compiling and analyzing coverage reports using Cision PR software to track brand impact.
- Assisted in event coordination and sponsorship activations, ensuring seamless execution of high-profile race weekends and maximizing partner exposure.

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 filming 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.

Education

University of Mississippi | B.S. in Integrated Marketing Communications | GPA: 3.75

- Minors: Political Science & General Business; Language Track: Computer Science
- Chancellor's List, Dean's List, Provost Scholar, National Society of Leadership and Success.

Semester At Sea | Voyage 133 | Spring 2024

- Explored 10+ countries across 3 continents to deepen cultural understanding and academic exploration.
- Coursework: U.S. Foreign Policy, International Marketing, Global Studies, and Oceanography.
- Sea Captain, Red Sea - Orchestrated the Sea Olympics preparation for a sea of 80+ members, overseeing event planning, rule formulation, team selections, and logistical coordination for 12 competitive events.

Honors & Activities

National Student Advertising Competition

January 2025-May 2025

Plansbook Coordinator, Creative Team Lead, Campaign Presenter

- Led the development of a comprehensive, data-driven advertising campaign for AT&T, collaborating across strategy, media, and creative teams to ensure brand alignment and audience resonance.
- Managed the creation and execution of the team's 13-page plansbook, managing timelines, content integration, and design to meet national AAF standards.
- Directed the creative team in concept development, copywriting, and visual strategy, integrating cross-platform storytelling and trend-based insights.
- Selected as one of four team presenters to deliver the campaign at the district-level NSAC competition.

Ole Miss Public Relations Student Society of America (PRSSA)

April 2024-May 2025

Chapter President

- Led the premier PRSSA chapter in the Southeastern region, overseeing strategic initiatives and operations to maintain the organization's national recognition and excellence.
- Drive innovative initiatives and programs to advance professional development and networking opportunities.

UM Advertising Club - American Advertising Federation

August 2022-May 2025

Club Member

- Engage in monthly club meetings with the American Advertising Federation, gaining insights from industry professionals to strengthen skills in advertising strategy and campaign development.
- Collaborated with peers to enhance skills in campaign development, brand strategy, and creative execution through club activities and events.

Phi Mu - Alpha Delta

August 2021-May 2025

Social Media Assistant

- Created visually engaging content for social media platforms using tools like Canva and Adobe Creative Suite, ensuring consistent brand identity and appeal to target audiences.
- Coordinate photoshoots with members and photograph chapter events for social media promotion.

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.

University of Mississippi Equestrian Team

August 2021-May 2023

Team Captain

- Led and organized team logistics, managing budgets, travel, and accommodations for 25+ members across 6 competitions, ensuring smooth participation and boosting team morale.
- Assisted head coach with horse management and team operations at competitions, fostering a supportive environment and maximizing team performance.

Skills

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| • Data-Driven Social Media Strategy (Instagram, LinkedIn, YouTube, TikTok) | • Trend Analysis & Consumer Insights | • Adobe Experience Manager & Creative Suite |
| • Content Development, Storytelling & Digital Campaigns | • SEO-Optimized Content Brand Positioning, Creative Strategy & Cross-Platform Media Integration | • Stakeholder Engagement & Leadership Communication |
| • HubSpot, Hootsuite, Airtable | • Media Strategy & Public Relations | • Strategic Planning & Project Coordination |

Certifications & Courses

- **Marketing Foundations** - theTradeDesk, Edge Academy
- **Programmatic 101** - theTradeDesk, Edge Academy