

Samantha Hendrix

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Daily AI user and digital content strategist with a background in social media management, brand storytelling, PR, and national campaign development — across corporate, academic, motorsports, and real estate environments. Huntsville-based, community-driven, and passionate about elevating local businesses through polished, editorial-quality content.

EXPERIENCE

SAH Real Estate · *Licensed REALTOR® & Content Creator* Huntsville, AL | 2025 - Present

- Build and manage full content strategy across Instagram, Facebook, and TikTok ([@sam.soldit](https://www.instagram.com/sam.soldit)) — including reels, carousels, stories, and market education posts.
- Use Claude and ChatGPT daily for content drafting, caption writing, campaign ideation, and scheduling.
- Produce all creative assets in Canva; capture and edit content on iPhone for a cohesive, community-centered brand presence rooted in the Huntsville market.

Phi Mu – National Headquarters · *National Social Media Committee* Remote | Jun. 2025 - Present

- Contribute to a national brand relaunch as part of a committee overseeing social media strategy, daily content creation, and brand voice consistency across platforms.
- Assist with PR monitoring, audience engagement strategy, and content performance tracking at the national level.
- Collaborate cross-functionally with chapter leaders and national staff to ensure cohesive storytelling and on-brand digital execution.

University of Mississippi School of Business · *Marketing & Communications Intern* Oxford, MS | Jan. 2023 - May 2025

- Wrote and published 20+ feature stories, press releases, and event recaps in AP Style, elevating media presence and faculty visibility.
- Planned content with social media ambassadors to support enrollment marketing and long-form brand storytelling.
- Delivered real-time and post-event communications coverage, boosting engagement and institutional visibility.

FedEx World Headquarters · *Global Media Relations Intern* Memphis, TN | Jun. 2024 - Aug. 2024

- Designed and distributed visually engaging newsletters aligning external communications with industry trends and competitor positioning.
- Redesigned the Speakers' Bureau to align executive visibility with media strategy and high-impact opportunities.
- Managed corporate media inbox as frontline liaison, maintaining brand integrity in high-pressure conditions.

Sonoma Raceway & Las Vegas Motor Speedway · *Media and Community Relations Intern* May 2022-October 2023

- Developed integrated content strategies for NASCAR and NHRA events, combining live coverage, storytelling, and digital engagement.
- Drafted press releases and managed media outreach via Cision; captured and published real-time event content across fan-facing platforms.

EDUCATION

University of Mississippi · B.S. Integrated Marketing Communications Oxford, MS | May 2025

GPA: 3.75 · Minors: Political Science & General Business · Chancellor's List, Dean's List, Provost Scholar

Semester at Sea – Spring '24 · 10+ countries across 3 continents · Coursework: International Marketing, Global Studies

HONORS & LEADERSHIP

NSAC/AAF - Plansbook Coordinator & Presenter, AT&T campaign · PRSSA Chapter President - Premier SE chapter · Phi Mu Alpha Delta - Social media, photoshoot coordination & design · Ole Miss Equestrian - Team Captain

SKILLS & TOOLS

AI Tools: Claude & ChatGPT — active daily use for content drafting, strategy, ideation, and workflow

Social Media: Instagram, Facebook, TikTok, LinkedIn, YouTube — strategy, scheduling, analytics, reels, carousels

Content Creation: Canva, Adobe Creative Suite, Procreate, iPhone content capture, short-form video editing

Platforms: Meta Business Suite, Hootsuite, HubSpot, Airtable, Cision, Adobe Experience Manager

Writing: AP Style, brand copywriting, press releases, executive bios, newsletters, editorial content