SAMANTHA BARDISA

MARKETING GRADUATE STUDENT & BRAND STRATEGIST

Leadership • Strategic Thinking • Driven • Collaborative • Adaptable • Empathetic

CONTACT

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EDUCATION

UNIVERSITY OF MIAMI
2026 - CURRENT

- Master of Science in Marketing

2024 - 2026

- Bachelor of Science in Communication
- Advertising Management and Marketing

TALLAHASSEE STATE COLLEGE
2022 - 2024

- Associates of Arts Degree
- Major: Business Marketing
- Honors College
- GPA: 3.86

OUR LADY OF LOURDES ACADEMY
2018-2022

- OLLA TV News Anchor
- Varsity Cheer Team Captain
- Sports Medicine Honor Society

SKILLS

- Bilingual (English & Spanish)
- Marketing Strategy
- Strategic Communications
- Client Relations
- Media Relations
- Public Speaking
- Strategic Thinking

HONORS & AWARDS

- National Society of Leadership and Success, (UM & TSC)
- Dean's List & President's List recognitions, (UM & TSC)
- Association of Latino Professionals for America UM
- Phi Theta Kappa Honors Society UM
- Presidents Scholarship UM

EXPERIENCE

Merchandising & Client Experience Intern — FALL 2026
ALEXIS Sample Sale

- Merchandised and restocked product to keep displays shoppable.
- Supported clients throughout the in-store shopping experience.

Account Services Intern — SUMMER 2026
Republica Havas

- Supported account management and client services initiatives within a full service advertising agency.
- Collaborated with cross-functional teams while developing skills in communication, organization, and strategic thinking.
- Strengthened knowledge of client relationship management, project coordination, and integrated marketing solutions.

Marketing & Communications Intern — SUMMER 2025
Baptist Health South Florida

- Rotated through Strategic Communications and Media Relations, contributing to press materials, newsletters, blog content, and internal communications.
- Collaborated on healthcare marketing initiatives with local sports partners including the Miami Heat, Miami Dolphins, Florida Panthers, and Inter Miami CF.
- Presented a social media strategy project featuring mock posts, podcasts, and short-form videos.

Advertising Intern — SPRING 2025
National Cash Deals

- Created social media content and managed digital marketing initiatives for a real estate investment company across Instagram, Facebook, TikTok, and LinkedIn.
- Executed paid advertising campaigns and analyzed performance metrics to improve engagement and brand awareness.

EXTRACURRICULAR ACTIVITIES

Zeta Tau Alpha, University of Miami
Philanthropy: Breast Cancer Education & Awareness

Depop Reseller
Built and manage an online resale storefront, achieving 150+ sales through merchandising, marketing, and customer service.

Best Buddies, University of Miami
Volunteer supporting inclusion for individuals with intellectual disabilities

Women in Business & Luxury & Fashion Club , University of Miami
Professional development, industry networking, and creative projects

VOLUNTEERING

Baptist Health South Florida — Back-to-School Backpack Drive | Jul 2025
Packed 100 backpacks with school supplies for Lotus House and Amigos for Kids, supporting children and families through an employee-driven community initiative.

Zeta Tau Alpha, University of Miami — Philanthropy Volunteer | Mar 2025
Modeled in ZTA's annual fashion show, the chapter's largest fundraiser benefiting Breast Cancer Education and Awareness, helping raise nearly $1M for research and advocacy.

Best Buddies Florida — Student Volunteer | Feb 2025
Promoted inclusion by supporting the "Spread the Word to End the Word" campaign, raising awareness on campus and encouraging students to sign pledges.

His House Children's Home — Community Volunteer | Dec 2024
Assisted with holiday preparations, wrapping 300 gifts to create a festive environment for children in care and supporting the nonprofit's mission for vulnerable youth.