

# Samantha Lifson

## Experience

### **JOHNSON & JOHNSON INNOVATION, JLABS**

Innovation Activation Manager | Cambridge MA | July 2017–Nov 2018

Innovation Activation Specialist | Cambridge MA | May 2014–July 2017

Managed overall external New England presence of Johnson & Johnson's early-stage incubator strategy, JLABS

Led creation and implementation of 30+ public-facing programs per year, reaching 15,000 industry stakeholders

Responsible for content & creation of email strategy campaigns, 50+ email blasts annually to 40,000 entrepreneurs

**Talent for Good, Global Pro Bono Rotation Program | Compañeros en Salud, Chiapas, México | Oct 2017–Nov 2017**

Selected for inaugural cohort of month-long international pro-bono pilot program in Latin America

Created fundraising strategy and long-term plan to increase domestic corporate fundraising for healthcare NGO

### **EASTERN MASSACHUSETTS ABORTION FUND**

Board Member | December 2015–Present

Case Manager [volunteer] | October 2014–Present

Board committee responsible for essential functions: budgeting, billing, forecasting, fundraising, and operations

Serve on External Relations team advising on digital strategy, event planning, website redesign, and donor relations

Undertake case manager role at least 3x/year, dispersing \$2,200 weekly budget to people seeking abortion

### **PLANNED PARENTHOOD HUDSON PECONIC**

Community & Online Organizing Coordinator | Hawthorne NY | June 2012–March 2014

Oversaw and edited emails to advocates, managing supporter database of 79,000+ names

Annually coordinated 50+ volunteers for lobby day in Albany, scheduling 20+ lobby visits

Led social media strategy for affiliate and engaged across departments to grow online presence

Created, researched, and designed organization Annual Report

### **TOM ROACH FOR MAYOR**

Social Media Coordinator [consultant] | White Plains NY | August 2013–April 2016

Served as digital strategist during and after midsize city mayor's successful re-election campaign

Managed event planning, fundraising, and administrative duties as campaign's only paid staff member

## Education

**SYRACUSE UNIVERSITY | Bachelor of Arts** | Magna Cum Laude

S.I. Newhouse School of Public Communications – Advertising

College of Arts and Sciences – Women's and Gender Studies

Syracuse University Marching Band

## Skills

Excellent Microsoft Office, Microsoft Outlook, and Adobe InDesign skills; Mac & PC expertise

Proficiency in Eventbrite, Splash.that, Salesforce, NeonCRM, HubSpot, HootSuite, and Constant Contact

Varied and skillful Facebook, Twitter, LinkedIn, Snapchat, and Instagram experience

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