

Samantha Lifson

Experience

JOHNSON & JOHNSON INNOVATION, JLABS

Marketing & Events Manager | Cambridge MA | July 2017–Nov 2018

Marketing & Events Specialist | Cambridge MA | May 2014–July 2017

Managed external digital marketing presence of Johnson & Johnson's early-stage incubator in New England

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

Responsible for writing email & social media strategy campaigns, 50+ email blasts annually to 40K 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–December 2018

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 5x/year, dispersing \$2,200 weekly budget to people seeking abortion

Fundraise for annual "bowlathon", raising over \$3,500 annually from 75 donors in my personal network

PLANNED PARENTHOOD HUDSON PECONIC

Community & Online Organizing Coordinator, Public Affairs | 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, liaising across multiple departments

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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