Marketing Specialist

I'm a strategic marketing professional passionate about turning organizational goals into meaningful campaigns, compelling stories, and digital experiences.

With experience across integrated marketing, brand positioning, campaign development, social media, content strategy, email, websites, and project management, I bring both strategic thinking and hands-on execution to every project.

Samantha Tyrrel, MBA



Experience at a Glance

Marketing Specialist
New Story | May 2025–Present
Strategic campaigns • Brand positioning • Website strategy • Email marketing • Collateral

Social Media Manager
On Track Karting and Monza World Class Karting | Oct. 2023–Present
Social strategy • Content creation • Paid social • Partnerships • Community management

Digital Content Producer
Albertus Magnus College | Mar. 2023–May 2025
Social media • Content strategy • Storytelling • Video & photography • Analytics

Communications Intern
American Red Cross | Sept. 2022–Dec. 2022
Social media • Communications • Community engagement



4	MBA	2X	Education Marketing
Years Experience		Award Winner	

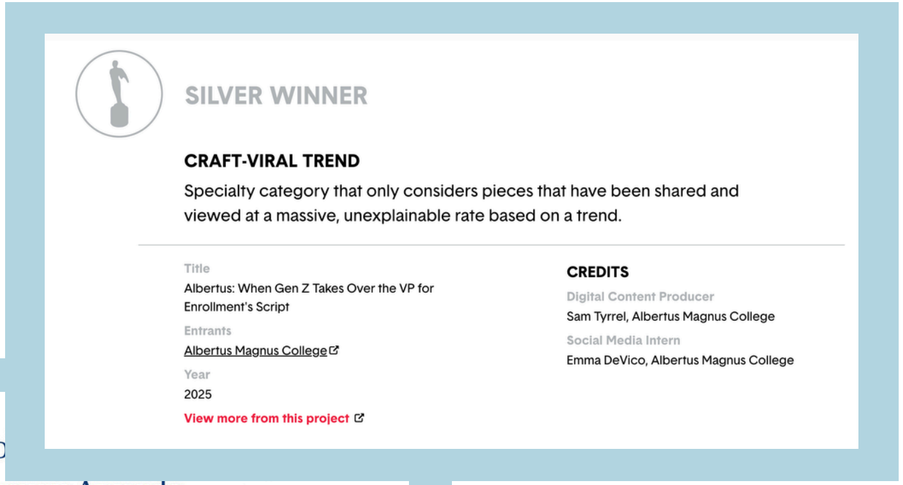
Recognition

Silver Telly Award
Craft-Viral Trend | 2025

Recognized for creative execution and trend-driven content that generated strong audience engagement.

Silver PRSA Mercury Award
Campaigns/Social Media | 2024

Recognized for social media campaign strategy, creative execution, and audience engagement.



SILVER WINNER

CRAFT-VIRAL TREND

Specialty category that only considers pieces that have been shared and viewed at a massive, unexplainable rate based on a trend.

Title
Albertus: When Gen Z Takes Over the VP for Enrollment's Script

Entrants
Albertus Magnus College

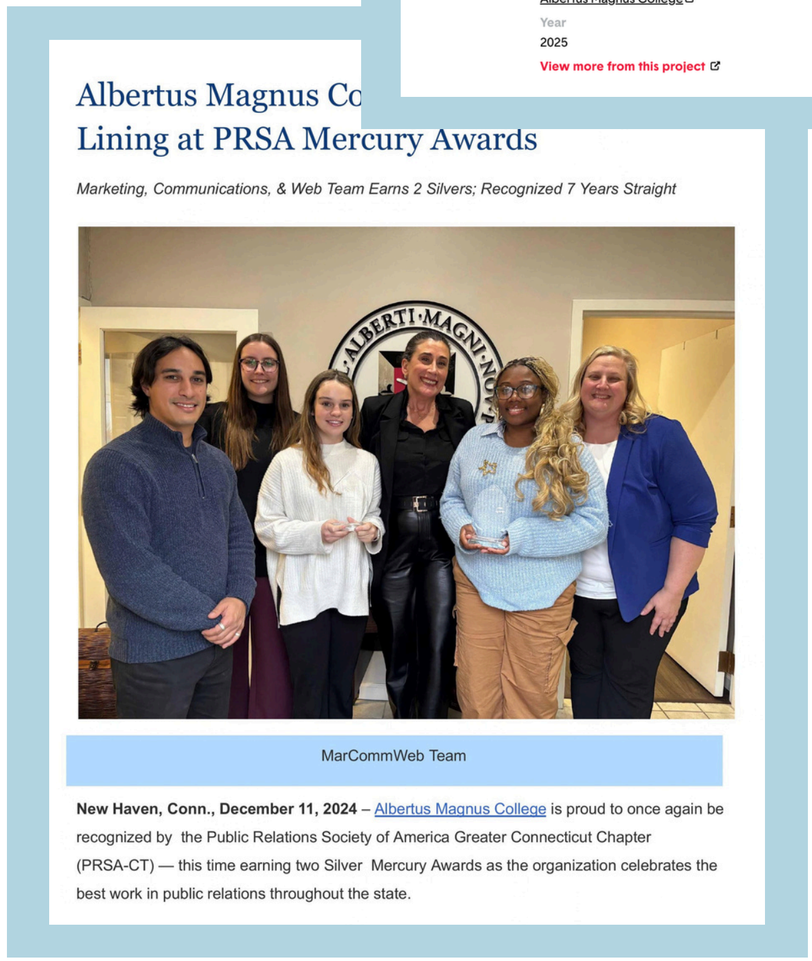
Year
2025

View more from this project

CREDITS

Digital Content Producer
Sam Tyrrel, Albertus Magnus College

Social Media Intern
Emma DeVico, Albertus Magnus College



Albertus Magnus Co
Lining at PRSA Mercury Awards

Marketing, Communications, & Web Team Earns 2 Silvers; Recognized 7 Years Straight

MarCommWeb Team

New Haven, Conn., December 11, 2024 – Albertus Magnus College is proud to once again be recognized by the Public Relations Society of America Greater Connecticut Chapter (PRSA-CT) — this time earning two Silver Mercury Awards as the organization celebrates the best work in public relations throughout the state.

Branding, Positioning & Campaign Development

Shape strategic positioning and integrated campaigns for New Story schools, translating enrollment goals and organizational priorities into messaging and marketing strategies that resonate with each school's audience.

Branding & Positioning
Define school-specific positioning by identifying key differentiators, refining program messaging, and expanding student profiles to communicate each school's value to prospective families, districts, and other educational professionals.

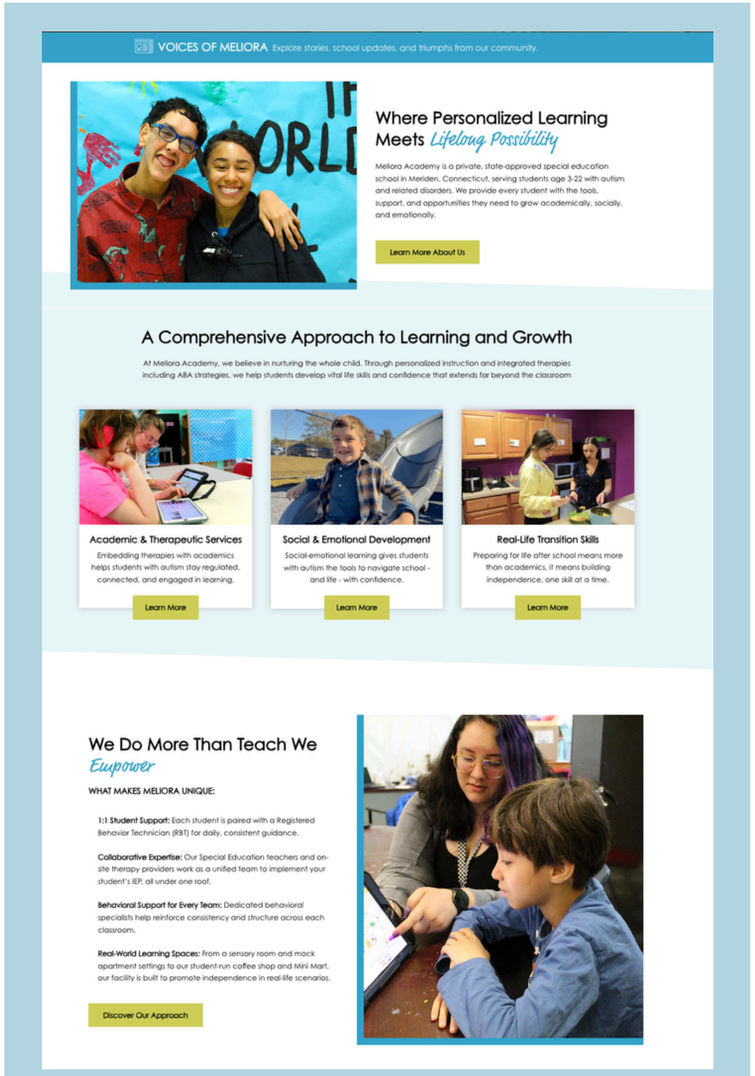
Campaign Development
Lead campaigns for under-enrolled schools and state-specific initiatives, from initial strategy and messaging through execution across email, digital, social, websites, and collateral.



Website Strategy & Development

Oversee website redesigns from start to finish: write copy, coordinate photography, build branded sitemaps aligned with the parent company, partner with the SEO team, develop meta tags, manage website vendors, train staff, and facilitate stakeholder review.





Collateral Development

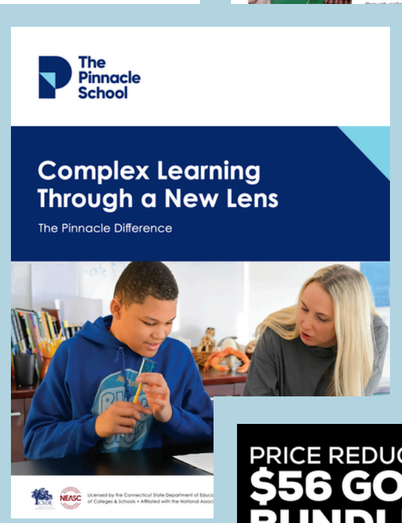
Write copy and provide creative direction for audience-specific collateral supporting sales enablement, outreach, and business development, partnering with graphic designers on design and facilitating stakeholder review.

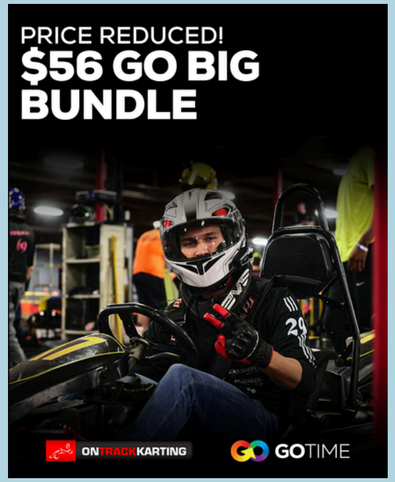
Materials include one-pagers, brochures, pop-ups, tabletop displays, digital ads, print ads, and conference materials.

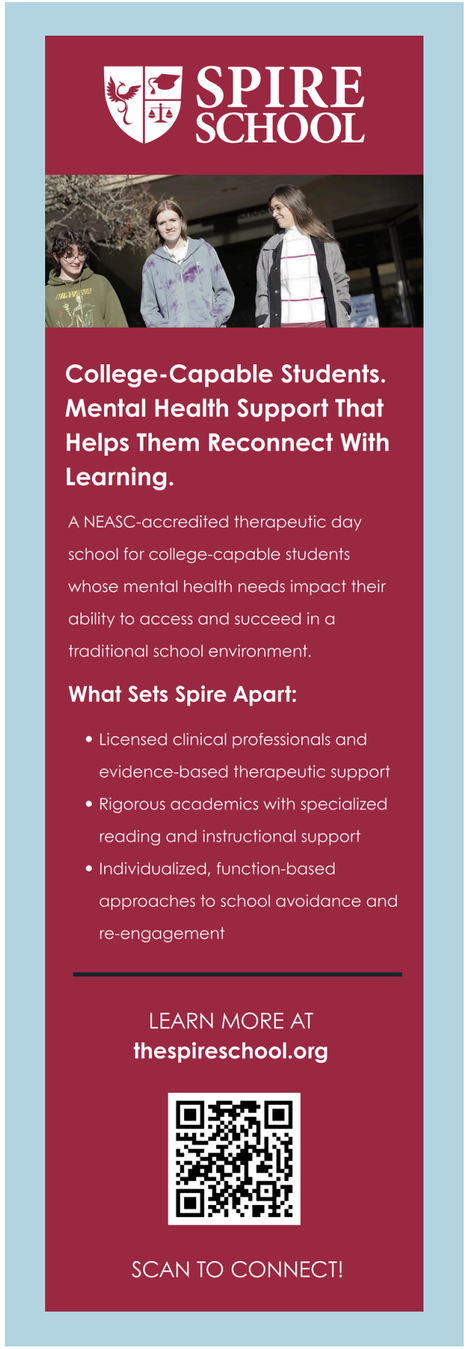
Also create social media graphics and digital ads for On Track Karting and Monza World Class Karting, and previously for Albertus Magnus College.





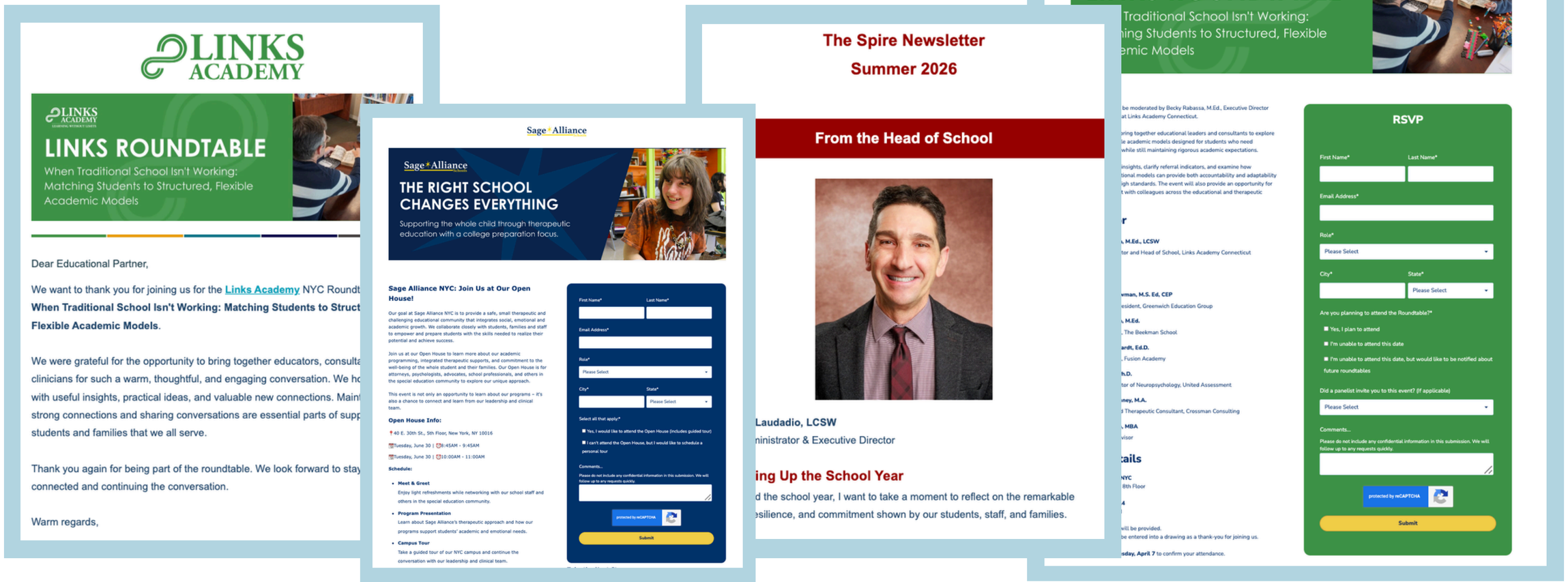






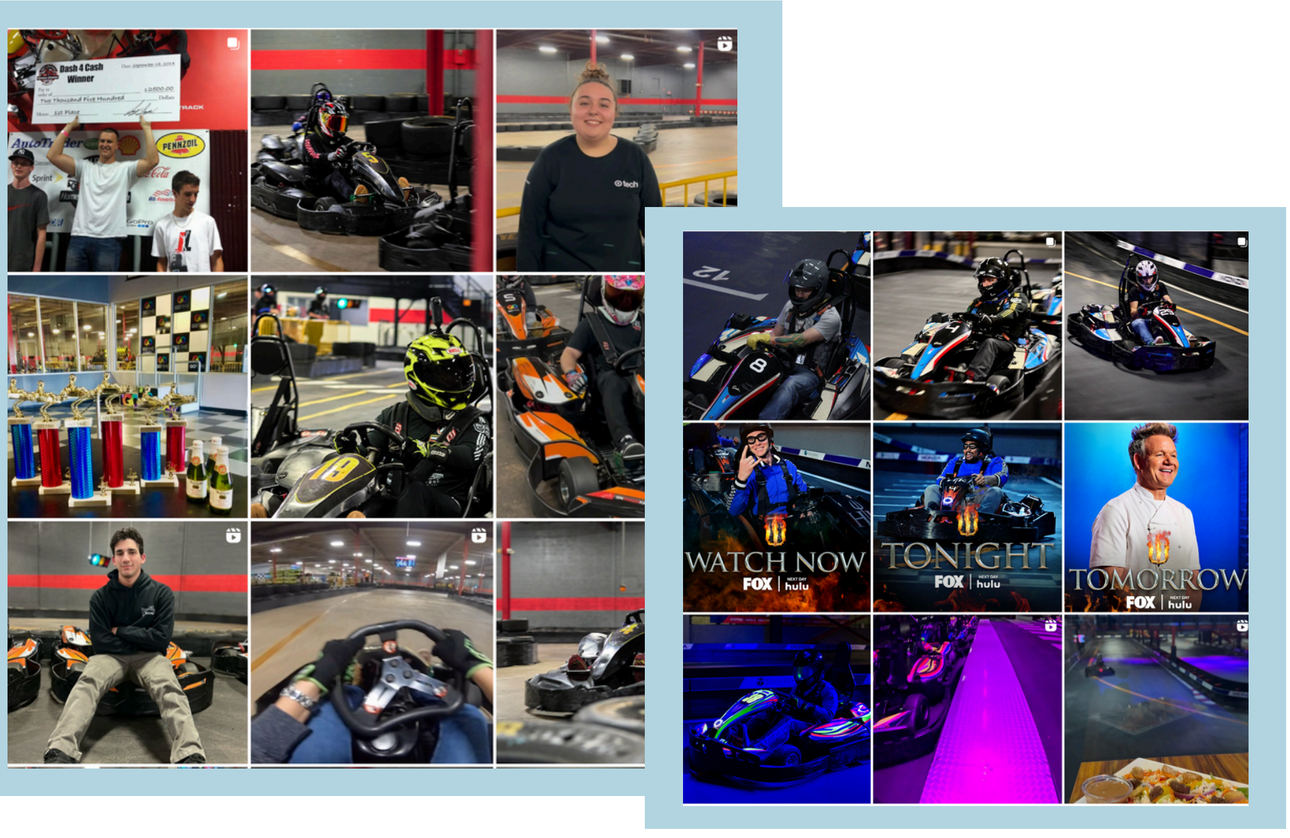
Email Campaigns & Landing Pages

Build email campaigns, newsletters, landing pages, and event registration experiences to support webinars, thought leadership events, and broader marketing initiatives.



Social Media

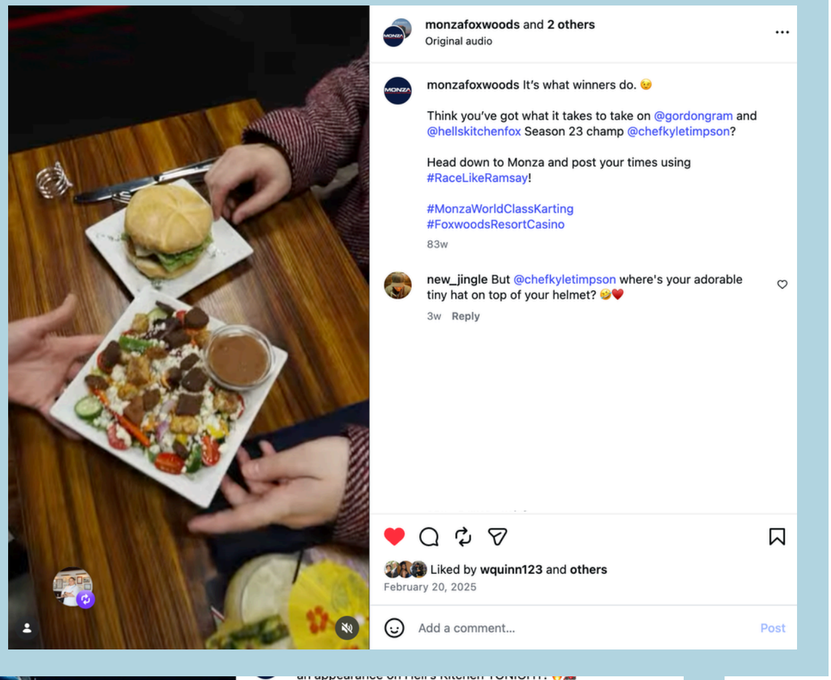
Create content for social platforms, campaigns, partnerships, and paid advertising, adapting strategy and creative to each brand and its audience.

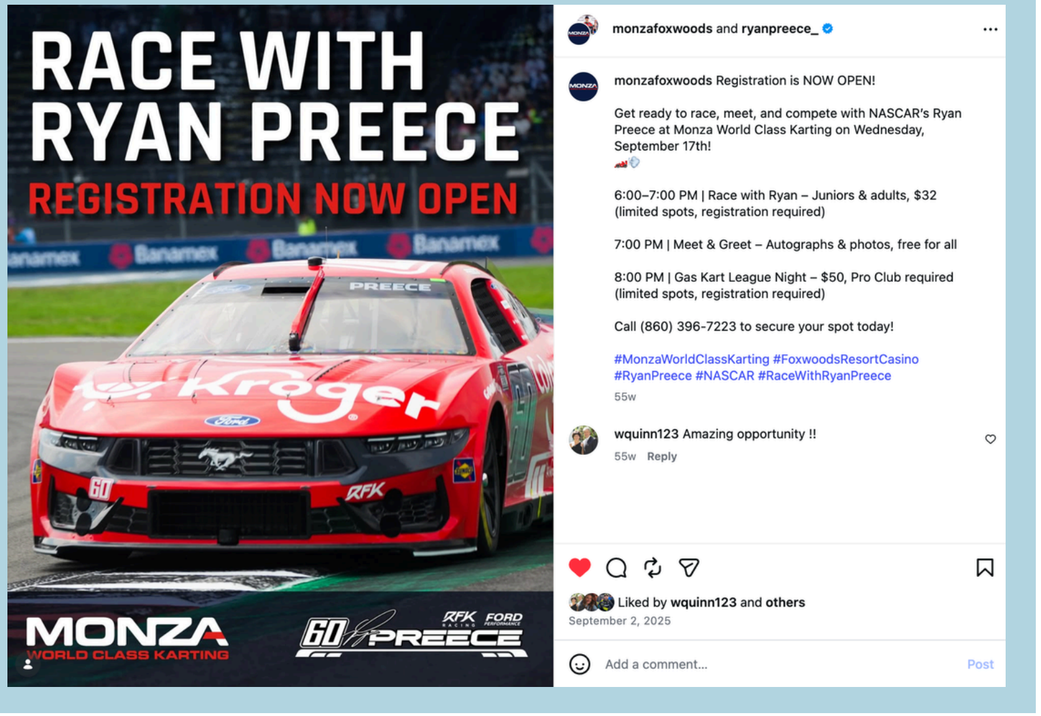


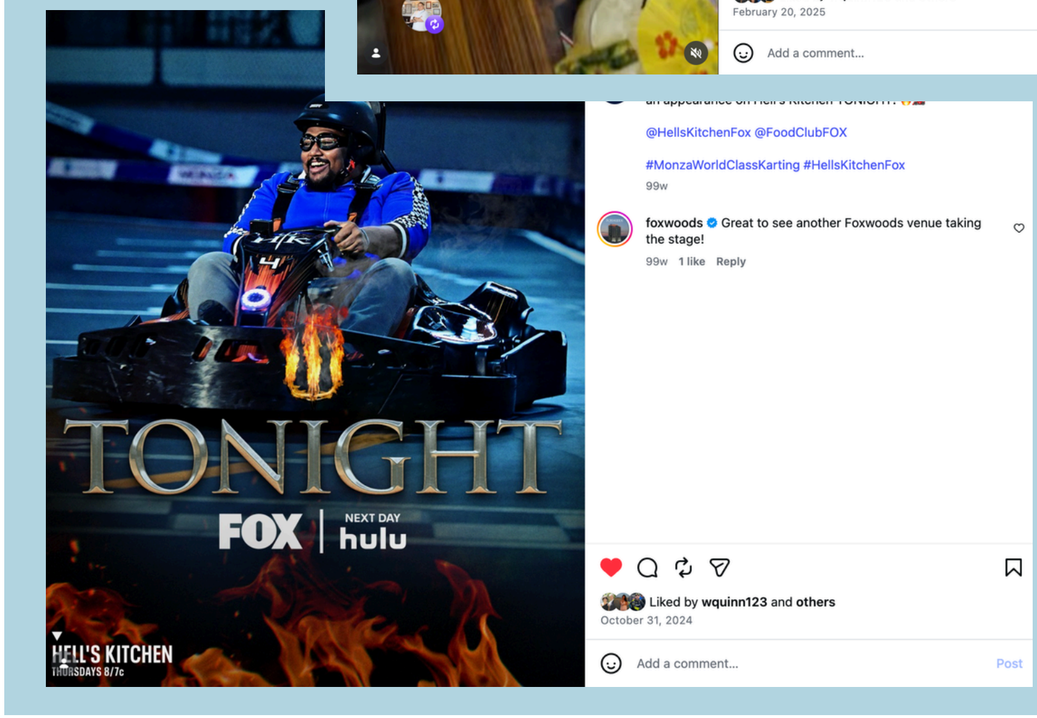


Social Media Partnerships

Manage content strategy and social media partnerships with Hell's Kitchen, including Season 23 winner Kyle Timpson, and NASCAR driver Ryan Preece, developing content that connects partnerships to brand and audience goals.







Let’s Connect

I'd love to connect about how I can help you reach your organizational goals.

styrrelequine@gmail.com

203-228-0107

linkedin.com/in/samantha-tyrrel



Samantha Tyrrel, MBA