Samantha Tyrrel MBA
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Career Objective
Strategic marketing and communications professional with 4 years of experience developing integrated campaigns, growing digital audiences, and translating organizational goals into measurable marketing strategies. Experienced across social media, email marketing, website strategy, paid digital, analytics, brand positioning, and multimedia storytelling, with experience in mission-driven and educational organizations.

Albertus Magnus College – Master of Business Administration, 2025
Southern Connecticut State University – Bachelor of Science in Business Administration, 2023

Skills
Integrated Marketing Strategy, Campaign Development, Digital Marketing Strategy, Social Media Strategy & Management, Email Marketing, Content Strategy & Creation, Brand Positioning, Website Strategy, Paid Social Advertising, Analytics & Reporting, Copywriting, Storytelling & Communications, Audience Growth, Project Management, Vendor Management, SEO

Tools and Platforms
HubSpot, Meta Business Suite, Sprout Social, Hootsuite, WordPress, Canva, Adobe Suite, CapCut, Trello, Google Analytics 4

New Story
Marketing Specialist, Strategic Campaign Development & Positioning | May 2025 – Present
- Develop strategic campaigns for under-enrolled schools and state-specific initiatives, translating enrollment goals and organizational priorities into targeted campaign concepts and positioning strategies.
- Lead website redesign projects across New Story schools, managing project timelines, external web development partners, stakeholder relationships, content, branding, and final design approval.
- Develop and refine brand positioning strategies that differentiate schools and programs, including expanding student profiles, refining program messaging, and identifying key school differentiators.
- Partner with business development and marketing teams to move campaigns from strategic development through execution, coordinating stakeholders and ensuring alignment across initiatives.
- Develop and execute HubSpot email campaigns, landing pages, and forms, managing strategy, copywriting, design/build, and performance analysis to optimize campaign effectiveness.
- Develop marketing collateral for business development and outreach, collaborating with designers on brochures, one-pagers, infographics, conference displays, and other branded materials.

On Track Karting and Monza World Class Karting
Social Media Manager | October 2023 – Present
- Drive significant social media growth, generating 158,051 impressions (+15,810%), 106,805 reach (+10,680%), 2,848 likes (+285,000%), and 98 new followers (+9,800%).
- Develop and execute social media strategies and content calendars aligned with business objectives, partnerships, and audience interests.
- Optimize paid Meta campaigns by refining audience targeting, budgets, and creative based on campaign performance.
- Manage content strategy for partnerships with Hell's Kitchen Season 23 winner Kyle Timpson and NASCAR driver Ryan Preece.
- Produce and edit social-first multimedia content including Instagram Reels, TikToks, graphics, and video.
- Foster community engagement through comments, DMs, and interactive content.

Albertus Magnus College
Digital Content Producer | March 2023 – May 2025
- Increased social media impressions 156%, engagement 46.7%, and followers 45.4% year over year through strategic content development and audience-focused initiatives.
- Led the Senior Success Stories campaign, earning the team a Silver PRSA Mercury Award for excellence in communications.
- Developed and managed strategic content calendars aligned with institutional priorities, audience interests, and broader marketing objectives.
- Identified compelling stories, conducted interviews, and wrote blog content for WordPress to translate community stories into engaging digital content.
- Managed video and photography projects and collaborated with internal stakeholders and external vendors to maintain cohesive brand storytelling.
- Analyzed digital performance and presented reports and strategic recommendations to executive leadership, including the College President.

American Red Cross
Communications Intern | September 2022 – December 2022
- Managed social media scheduling and execution using Sprout Social, optimizing engagement.
- Engaged with volunteers, donors, and stakeholders, fostering long-term relationships.