

Samantha Coldwell
Curriculum Vitae
4317 Flesher Drive
(330)-962-3422
samanthalyncoldwell@gmail.com

PROFESSIONAL WORK EXPERIENCE

August 2006 – Present

Business Marketing Academy & DECA Advisor

Barberton City Schools, Four Cities Compact – Barberton, OH

- Utilizes vast community connections and professional networks to serve as resources for students and administration.
- Created and successfully implemented a mentorship program between young professionals in the Greater Akron community and Barberton DECA members
- Expert in managing entrepreneurship & marketing students, guiding them in the creation of public relations projects, community service projects marketing research studies, strategic business plans, and professional selling presentations for businesses and organizations in the not-for-profit industry as well as the for-profit industry
- Experienced DECA advisor leading members in professional development, community service and leadership activities.
- Wrote and was awarded an Educator Initiative Grant from the GAR Foundation to develop and build the Marketing program at Barberton High School – 2006

January 2021 - Present

Licensed Real Estate Agent

eXp Realty

- Understanding clients' needs and preferences to provide tailored solutions.
- Developing and implementing effective marketing strategies for properties.
- Conducting market research to stay informed about current real estate trends.
- Negotiating terms and conditions on behalf of clients to achieve favorable outcomes.
- Ensuring compliance with local, state, and federal real estate laws.
- Managing and maintaining accurate records of property transactions.
- Building and expanding professional networks within the real estate industry.
- Providing excellent customer service to clients throughout the buying or selling process.

January 2016 – present

Adjunct Instructor, Marketing & Sales Technology/Early College, Barberton High School

The University of Akron

- Utilizes seven years of professional experience as an independent marketing consult to provide real-world scenarios and experiences in marketing & sales related courses
- Builds, tests, and implements 100% online courses in marketing & sales
- Ensured that all materials for classes were relevant and updated
- Graded student papers and provided constructive criticism
- Addressed student questions in a timely courteous manner
- Prepared resources available online and for face to face lectures to ensure students were supported both in and outside of class time

Independent Marketing Consultant

2014 – 2017, AxessPointe Community Health Centers

2009 – Present, Smile Inside Service Provider

- Analyze company's position in the marketplace and advise company on marketing strategies to help them create and execute a marketing plan or achieve goals set forth in their marketing plan.
- Implemented marketing initiatives, campaigns and strategies to promote services and brand name to potential customers
- Initiated new marketing procedures to sell services at optimal capacity
- Analyzed various marketing tools, service and channels for initiating successful service marketing
- Organized public events to represent the nonprofit, business, or organization

2006 – Present

Professional Technology Facilitator

Barberton City Schools

- Created teaching technique called "Blended Flipping" presented concept at the 2014 Ohio Etech conference
- Currently assisting teachers move towards a blended, flipped model of classroom instruction
- Provide in-service and tech support at Barberton City Schools
- Smart Board for Educators Technology in the Classroom

May 2004 – July 2004

International Business Experience, Business Practicum,

Huron University - London, England

- Assisted London Pass Company in conducting a SWOT analysis of their organization and aided in the formulation of a new target segment and positioning strategy
- Studied international marketing in London and completed a business externship with a major British hospitality and tourism conglomerate. This experience provided me with valuable insight of the structure and success variables required to thrive in a multinational business market.

COMMUNITY IMPACT

September 2015 – September 2016

Cuyahoga Falls Better Block Organizer

- Wrote & received a \$10,000 grant to organize & implement a Better Block on the downtown riverfront in Cuyahoga Falls.
- Better Block Foundation is a 501(c)3 nonprofit that educates, equips, and empowers communities and their leaders to reshape and reactivate built environments to promote the growth of healthy and vibrant neighborhoods.

2013 – 2019

Torchbearers

- President, 2019
- Vice - President, 2018
- Board of Directors Secretary, 2016, 2017
- Marketing Communications Board Liaison, 2015 – Oversaw Communications Committee to ensure goals and actions are aligned with Torchbearers mission and vision.
- Marketing Communications Chair, 2014 - The Communications Committee oversees the coordination and

development of all of Torchbearers' marketing and communications activities including public relations, promotions, online, and social media activities for the organization. This committee is also the steward of the Torchbearer Brand Standards. Co-manager of www.TorchbearersAkron.com

- Member of the Talent, Attraction, Retention Committee, 2013 - The Talent Attraction and Retention Committee (TARC) is responsible for collaborating with existing organizations and institutions to engage young professionals in an effort to retain and grow talent in the Akron community. TARC is a new committee as of 2013 and is geared towards partnership with local business and industry, educational institutions, and organizations with the goal of providing resources for young professionals and their families.

March 2014 – March 2015

Internationalization of Career & Technical Education Curriculum project participant Kent State University

Invited to participate in a project through Kent State University and the Martha Jennings Foundation to assist with developing and assisting Ohio teachers in:

- Rationale for global competencies and skills & role of technology in a global workplace
- Global competencies employers are looking for in today's employees
- Functioning in diverse classrooms & work environments
- Conducting business in international environments
- International & interpersonal skills in global environments

2006 – Present

Halloween Charity Ball Organization Co-Founder

- Responsible for raising over half a million dollars for local charities
- Responsible for developing relationships with community businesses and securing over \$50,000 in sponsorships
- Responsible for the event organization & promotion, assists with coordination of volunteers and logistics day of event
- Maintains e-mail databases, schedules all direct marketing e-mail blasts and manages social media accounts through Vertical Response and HootSuite
- Developed and currently maintains the marketing plan for the organization
- Conduct market research, develop our brand message, implement marketing plans, public relation strategies and evaluate organization's overall effectiveness

Heart to Heart Communications Emerging Leaders Committee, 2015

- Developed a retreat & curriculum designed to aid emerging leaders in Greater Akron to analyze their inner self and connect their purpose and values to the work they are doing in their communities, in their workplace and their personal life.

Akron Better Block Planning Committee, 2015 & 2016

- Provided team with assistance with overall planning and recognizing gaps in planning from an event organization standpoint
- Advised committee in marketing strategies to ensure attendance at the event
- Managed social media platforms for Akron Better Block
- Provided assistance and consultation in data collection

Connect2Akron Planning Committee, 2014 – 2015

- Connect2Akron seeks to connect young professionals, specifically college students and recent graduates, to non-profits in Summit County in order to increase retention through connectivity and provide local non-profits the support needed to be successful.

Akron Rotary, 2014 – 2016

- Chair – Shoebox Project for “Children of the Dumps”, 2014
- Chair – Dictionary Project (provides every Akron 3rd grader with a dictionary)

EDUCATION

MA Masters of Arts Instructional Technology & Facilitation – Summa Cum Laude – The University of Akron, Akron, OH, 2011

BS Marketing Technology – Career & Technical Education– Cum Laude
Kent State University, Kent, OH, 2005

Entrepreneurship Boot Camp – Johnson & Wales University, Miami, FL, 2013

HONORS AND ACHIEVEMENTS

2022, Special Recognition Award, National Philanthropy Association, Akron Charity Ball

2019, Woman of The Year Award - Creativity, Summit County Historical Society

2014, “30 for the Future” award recipient, Part of the Greater Akron Chamber’s strategy to attract and retain talent in the region, the “30 for the Future” award honors young professionals (ages 25-39) whose stellar contributions impact their industries and the Greater Akron Region.

Under my guidance students have placed in the top three in achievement contests in DECA/Marketing competitions (district, state, and national level)

Recipient of The PRAXIS Series ETS Recognition of Excellence, 2005 – scored in the top 10% of PRAXIS II examinees over a fifteen year period

CURRENT CERTIFICATIONS

Graduate K-12 Computer/Technology Facilitation Endorsement
Graduate Certificate in e-Learning
Career & Technical Marketing Education Ohio Teaching License

CURRENT PROFESSIONAL MEMBERSHIPS

DECA – An Association of Marketing Students - Professional Member