

SAMANTHA ZUCKER

GRAPHIC DESIGNER | SOCIAL MEDIA MANAGER

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SUMMARY

Creative communications professional with a background in graphic design and a proven record of leading communications for a 700+ family community. Skilled in designing print and digital assets, managing multi-platform social media, executing weekly email marketing, producing video content, and maintaining websites. Experienced in large-scale event design, from custom materials to immersive installations, with a strong ability to combine strategy, creativity, and execution.

TECHNICAL SKILLS

Adobe Creative Suite
Graphic Design
Video Filming & Editing

Content Creation
Social Media Marketing
Event Advertisement

Branding
Email Marketing
Scenic Painting

PROFESSIONAL EXPERIENCE

Graphic Design and Communications Manager | Congregation B'nai Amoona June 2023 - Present

- Promoted from Graphic Designer to lead communications for a 700+ family community.
- Oversee branding, print/digital design, and multi-platform social media strategy.
- Manage weekly email marketing campaigns and produce video content for web and social.
- Maintain website, ensuring timely updates for programs and events.
- Directed full visual identity for the synagogue's 140th Anniversary Celebration.

Visual Merchandisesr | Pitaya January 2019 - May 2019

- Designed and hand-painted all street signage to enhance storefront visibility
- Executed merchandise layout to optimize product flow and customer experience
- Styled window and in-store mannequins to showcase seasonal and featured items
- Maintained cohesive, on-brand visual displays to support sales initiatives

EDUCATION

Lindenwood University August 2021 - May 2023

(Bachelor of Fine Arts (BFA) in Graphic Design

Bradley University August 2018 - May 2020

Graphic Design, Bachelor of Science in Theater Performance

REFERENCES

Vickie Shuchart

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Diane Maier

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