



Samantha Lifson

Lifson.Samantha@gmail.com
914.715.3862
44 Sunset Drive
White Plains, NY 10604

Experience

SLUTWALKNYC

Organizer | New York NY | July 2011–Present

Member of brand new anti-oppressive coalition fighting rape culture
Oversees SlutWalkNYC twitter, engages with public via social media
Designed official flyer for SlutWalkNYC march

FOLLETT MERCY COLLEGE BOOKSTORE

Associate | Dobbs Ferry NY | August 2011–Present

Helped process and ship 1,300 orders for fall semester
Learned online book-buying software, performed cashier duties

MEDUSA MAGAZINE

Editor-In-Chief | Syracuse NY | January 2011–May 2011

Co-founded Syracuse University's first feminist magazine in 2009
Delegated tasks, assigned articles, oversaw entire publication process
Prepared budget proposal and coordinated printing monies

STUDENTS ADVOCATING SEXUAL SAFETY & EMPOWERMENT

President | Syracuse NY | May 2010–May 2011

Executive Producer of annual production of The Vagina Monologues
Organized sex-positive speakers, events and activities on campus
Coordinated budget proposal and scheduled weekly meetings

BRIGHTSIDE ADVERTISING AGENCY

Media Planner | Syracuse NY | January 2011–May 2011

Founded mock full-service agency for campaigns class with team of 5
Produced agency credentials, budget plan, and campaign pitch
Presented year-long campaign for Sierra Nevada Brewing Company

PLANNED PARENTHOOD HUDSON PECONIC

Media Intern | Hawthorne NY | May 2010–August 2010

Designed e-vites and posters for fundraising events
Created advertisement for prominent Hamptons magazine
Updated donor database of 1,000 names

Education

SYRACUSE UNIVERSITY | B.A. '11

Magna Cum Laude 3.778 GPA

S.I. Newhouse School of Public Communications — Advertising
College of Arts and Sciences — Women's and Gender Studies
Syracuse University London | Summer 2009

Skills & Activities

Strong Powerpoint, Excel reporting, and Adobe InDesign skills
Simmons, MRI+, Media Flight Plan, Mintel
Facebook, Twitter, Tumblr, and blog proficiency

Syracuse University Marching Band 2007–2011

Syracuse University Chimesmaster