

SAMANTHA BROWN

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EDUCATION

University of Florida, Warrington College of Business

Bachelor of Arts in Business Administration, Business Administration, Mass Communications

May 2029
Gainesville, FL

- GPA: 3.87

EXPERIENCE

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Operations Intern

May 2026 - August 2026
Wellington, FL

- Tracked vendor pricing and inventory data across multiple suppliers, catching cost changes early to keep purchasing decisions accurate and on budgets
- Reviewed and negotiated vendor bids, building supplier relationship and budget management skills
- Served as the main point of contact for client updates on product substitutions and availability, keeping communication clear and maintaining trust during supply changes

Camp Chipinaw

Marketing Intern

June 2025 - August 2025
Swan Lake, NY

- Created and managed social media campaigns to promote camp programs
- Designed digital and print marketing materials and assisted with email outreach
- Analyzed engagement metrics to recommend improvements in content strategy

LEADERSHIP AND PROFESSIONAL DEVELOPMENT

Florida Leadership Academy (FLA)

Mentee

April 2026 - Present
Gainesville, FL

- Selected as one of the Warrington College of Business' top 100 sophomores for a year-long leadership development program based on the Emotionally Intelligent Leadership model
- Develop leadership and professional skills through executive-led workshops, mentorship, business case competitions, and community service initiatives
- Cultivate relationships with business leaders and high-achieving peers through structured networking events and mentorship sessions, strengthening interpersonal and professional communication skills

American Marketing Association at UF

Member

August 2025 - Present
Gainesville, FL

- Attend chapter workshops and alumni panels covering marketing strategy and career development, applying insights from guest speakers to build foundational industry knowledge
- Engage with professionals from a 600+ member chapter recognized as one of AMA's Top 5 International Chapters, gaining exposure to real-world marketing practices through speaker events and conference programming

Leadership Development Program (LDP)

Member

January 2026 – May 2026
Gainesville, FL

- Selected to participate in an 11-member leadership cohort and weekly small-group sessions to strengthen collaborative and values-based leadership skills
- Collaborate in a 3-person team to develop a strategic solution addressing a real organizational challenge

Business Undergraduate Mentorship Program (BUMP)

Mentee

January 2026 – May 2026
Gainesville, FL

- Engage in a cohort of 100+ mentors and mentees by participating in four professional development workshops focused on career readiness, workplace communication, and academic growth
- Structured 10+ one-on-one mentor meetings by setting agendas and driving discussions on resume strategy, networking, and career development

ADDITIONAL INFORMATION

Certifications: Google Digital Marketing & E-Commerce | Microsoft Office Specialist: Excel Associate (MO-210) | ServSafe | ESB (Entrepreneurship & Small Business)

Technical Skills: Excel (MOS Certified), Canva, Microsoft Word, PowerPoint

Awards: Outstanding Senior Leader Award/Scholarship, AP Scholar