

# Margaret (Meg) Samuel

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## EDUCATION

**Texas Christian University, Bob Schieffer College of Communication**

**GPA: 3.60**

**Major: Strategic Communication Minor: General Business**

**Expected Graduation: May 2026**

- *Relevant Coursework: Advertising, Public Relations, Accounting, Case Studies, Strategic Writing, Research, Survey of Management, Roxo Agency, Social Media, Financial Planning, Marketing, Entrepreneurship.*

## MY DIFFERENCE

At my core, I'm a people person, a connector, and a storyteller. I thrive in fast-paced, collaborative environments and bring curiosity, empathy, and drive to everything I do. I'm passionate about crafting meaningful stories that build real connections and create impact.

## PROFESSIONAL EXPERIENCE

**Roxo Agency**

**Fort Worth, TX**

**Social Media Manager**

**August 2025 – Present**

- Manage Roxo's Instagram, Facebook, and LinkedIn, overseeing content strategy, creative direction, and copywriting
- Created a monthly content calendar and produced all posts and Reels, ensuring brand consistency and engagement
- Increased post and Reel views by 656%, reached 8,368 impressions with 21.3% engagement on LinkedIn, and grew Instagram followers by 40+ in the first month

**Slingshot, LLC.**

**Dallas, TX**

**Account Management Intern**

**June 2025 – August 2025**

- Supported the day-to-day management of eight client accounts, coordinating between creative, media, and strategy teams to ensure timely campaign execution
- Created and delivered client-facing presentations that synthesized performance insights to support strategic planning
- Participated in internal and client meetings, contributing to creative brief development and ensuring alignment with brand goals and deliverables
- Partnered with the account team to oversee production of 20+ integrated campaigns, ensuring deadlines and brand standards were met

**Roxo Agency**

**Fort Worth, TX**

**Account Planner**

**January 2025 – May 2025**

- Conducted primary and secondary research to enhance PR strategies and messaging
- Developed campaign strategies, create creative briefs, and communicate clear recommendations to clients

**Baird**

**Scottsdale, AZ**

**Private Wealth Management Intern**

**May 2024 – August 2024**

- Developed and implemented data-informed financial strategies for high-net-worth clients, strengthening long-term relationships and driving measurable client satisfaction
- Led a strategic client outreach initiative, reaching 500+ clients, applying strategic communication and segmentation to improve engagement and outreach effectiveness

## CAMPUS INVOLVEMENT

**Delta Gamma**

**Fort Worth, TX**

**Chapter President**

**December 2024 – Present**

- Direct all chapter operations, including supervising eight officers, 50+ directors, along with a budget of over \$450,000
- Serve as the liaison between a chapter of 300+ members, campus officials, and community
- Identified operational and cultural opportunities within the chapter, implementing new programming to boost morale and accountability
- Establish professional relationships with advisors, regional teams, other leaders on campus and in Delta Gamma
- Fostered a positive chapter culture and upheld community standards, contributing to a 100% retention rate through the first two rounds of recruitment
- Act as a point person for all crisis communications and media relations

**VP: Social Standards**

**December 2023 – December 2024**

- Mediate conflict and communicate calmly and professionally in sensitive situations
- Monitor chapter morale and develop creative positive programming for members
- Uphold and enforce all policies while fostering a Culture of Care and personal accountability of 300+ members
- Collaborate with and delegate to seven directors and two committees

## AWARDS

- Dean's Honor List - Bob Schieffer College of Communication - TCU - Fall 2024
- TCU Scholarship Recipient - Founders' Scholarship (\$48,000 in total)
- Chaparral High School Lacrosse Heart & Hustle Award - Two-time recipient for outstanding effort and leadership
- Varsity Lacrosse Captain - 2021
- Junior Varsity Lacrosse Caption - 2022

## PROFESSIONAL SKILLS

• Media research & reporting (client, competitor, industry trends) • Strategic communication & message development • Press material writing (press releases, pitches, briefing documents) • Social media strategy & digital storytelling (Instagram, TikTok, LinkedIn) • Visual communication & content creation (Canva, Adobe Photoshop, InDesign) • Brand storytelling, tone, & audience engagement • Campaign planning, brainstorming & execution • Copywriting, caption writing & editing • Strong attention to detail & organization • Team collaboration & client relationship management • Active listening, adaptability & proactive problem-solving