

Margaret (Meg) Samuel

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EDUCATION

Texas Christian University, Bob Schieffer College of Communication

GPA: 3.52

Major: Strategic Communications

Expected Graduation: May 2026

Minor: General Business

RELEVANT COURSEWORK

Current: Survey of Entrepreneurship, Case Studies, Strategic Writing, Roxo Agency.

Completed: Research, Survey of Management, Advertising, Public Relations, Intro to Accounting, Microeconomics, Macroeconomics.

Upcoming: Feature Writing, Campaigns, Creative Strategy, Principles of Marketing.

PROFESSIONAL EXPERIENCE

Roxo Agency

Fort Worth, TX

Account Planner

January 2025 – Present

- Conduct primary and secondary research to enhance PR strategies and messaging.
- Develop campaign strategies, create creative briefs, and communicate clear recommendations to clients.
- Analyze audience behavior and trends to optimize communication campaigns.
- Collaborate with creative and media teams to ensure alignment with client goals.

TCU Athletics

Fort Worth, TX

Creative Content Creation Intern

August 2024 – December 2024

- Crafted engaging graphics and visual content for TCU Athletics, aligned with brand strategies to boost fan engagement.
- Partnered with the marketing team to create promotional materials for social media.

Baird

Scottsdale, AZ

Private Wealth Management Intern

May 2024 – August 2024

- Executed data-driven wealth strategies for diverse client portfolios, fostering long-term partnerships and enhancing client satisfaction.
- Spearheaded a successful mail marketing campaign for 500+ clients.

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.
- Speak on behalf of the chapter at meetings, events and award ceremonies.
- Establish professional relationships with advisers, regional teams, other leaders on campus and in Delta Gamma.
- 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 7 directors and 2 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 - Chaparral High School - 2022.

PROFESSIONAL SKILLS

- **Communication & PR Skills:** Persuasive storytelling, copywriting for press releases, feature articles, ads, and social media, developing brand voice and identity, experience with research proposals, 3 C's analysis, 4 C's analysis, presentation development, public speaking, and report writing.
- **Analytical & Research Skills:** Market research, Microsoft Office, Google Analytics certification, proficiency with Sprinklr, familiarity leveraging AI tools, primary research, secondary research, data analysis, and strategic planning.
- **Leadership & Collaboration:** Team management, conflict resolution, delegation, efficient time management, organization, adaptability, and crisis management.

MY DIFFERENCE

I'm a people person who thrives on building genuine connections. With a strong sense of emotional intelligence, I understand the importance of listening and adapting to others' needs. I'm driven, hardworking, and always focused on bringing people together to create meaningful outcomes.