

SAMANTHA MCKIBBEN

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PROFESSIONAL SUMMARY MBA candidate with expertise in marketing, leadership, and business communication with proven skills in consumer behavior, content creation, and social strategy; Passionate about optimization through creative approaches and team work

EDUCATION

WASHINGTON UNIVERSITY IN ST. LOUIS, OLIN BUSINESS SCHOOL, St. Louis, MO May 2025

Master of Business Administration, Marketing and Consulting

- Immersion Program: Consulting on business cases in Washington DC, Barcelona, and Singapore GPA: 4.0/4.0
- Student-Athlete - WashU Women's Soccer, Midfielder (2023-present)

DEPAUL UNIVERSITY, Chicago, IL June 2019

Bachelor's Degree, Digital Marketing

- Graduated Summa Cum Laude in Honors Program - Cumulative GPA: 3.9/4.0
- Division 1 Student-Athlete - DePaul University Women's Soccer, Defender (2019-2022)

Semester at Sea, Study Abroad

- Courses in marketing and journalism in an international setting | Visited 12 countries (*September-December 2022*)

PROFESSIONAL QUALIFICATIONS

- Social Media Strategy
- Strong Self-Discipline
- Data Management and Analysis
- Content Creation
- Project Management
- Team Coordination

PROFESSIONAL EXPERIENCE

Matterhorn Venture Partners, Chicago, IL April 2024-Present

Marketing and Real Estate Intern

- Increased LinkedIn following by 300% and set up company website
- Created investment memos for multi-million dollar deals across various landscapes
- Developed 10+ websites for numerous clients in diverse industries including real-estate, media/marketing, art, etc.
- Wrote and published 5 press releases to generate traffic, working with multi-platform digital media companies

Freelance Trainer, Chicago, IL May 2019-August 2024

Soccer Trainer

- Trained dozens of children ages 5-15 in one-on-one and group sessions
- Cultivated a productive environment with over 10+ returning trainees annually

Star Events, Chicago, IL April 2023-July 2023

Social Media and Marketing Intern

- Achieved 200% growth in TikTok followers and 65% growth in Instagram followers by initiating marketing campaigns
- Designed marketing materials for events with 130,000+ attendees
- Developed content for internal marketing and curated 40+ flyers and ads

The Mx Group, Chicago, IL June 2022-September 2022

Marketing Intern

- Managed projects for dozens of clients including Lysol, Fuji, Mack, and Whoop
- Created content for in-house marketing & organized database to implement company-wide systems for 150+ employees
- Managed up to \$20,000 budget for company events including company merchandise

SKILLS/ACTIVITIES/INTERESTS

- Proficient in Spanish, MS Excel, PowerPoint, WordPress, OneDrive/Outlook, Google Search Ads Certified, MailChimp
- President of Olin Cares (Volunteer Organization for grad students at WashU) and member of Leader Lab
- BIG East All-Academic Team (2019-2022); Honor Roll (2019-2023); Dean's Scholarship (2019-2023)