

# Samantha Kampman

224 SW Des Moines Street Ankeny, Iowa 50023 515-822-1272 samantha.kampman@gmail.com

## Experience

### Communications and Marketing Department Coordinator,

Ankeny Community School District

Ankeny, Iowa 2015- present

- Provide functional oversight of the communications department and staff for the district, in addition to serving as part of the district administration.
- Create, implement, and measure the success of a comprehensive marketing, communications, and public relations program that enhances the district's image and position within the marketplace and the general public.
- Provide oversight and quality control of key messages and branding of the district's image.
- Responsible for the editorial direction, design, production, and distribution of all district publications.
- Coordinate and facilitate community relations events including, acting as a liaison to the media, business officials, non-profit directors, business partners, realtors, faith leaders, and other community contacts.
- Develops public messages and communication tools needed for sustained positive public relations including news releases, web page content, social media, special events, etc.
- Conducts research and analyzes a variety of data polls, surveys, evaluations, and other measures to gauge district communication effectiveness and quality of service delivery.
- Maintains editorial and graphics standards for school public information; assuring effectiveness, clarity, and a high standard of quality for all publications and communications emanating from school departments.
- Oversee and manage the content of the district website and social media.
- Develops and maintains the districts brand standards and logo licensing and ensure that all district communications adhere to the adopted and board approved standards.
- Train school administrators on the topics of effective school marketing and communication, social media, media relations, customer service, interpersonal communication, and related topics.

### Senior Account Executive, LS2group

Des Moines, Iowa 2011- 2015

- Led team to carry out comprehensive communications plans.
- Effectively communicated across all client channels to ensure continuity and consistency.
- Coordinated large events including groundbreakings, rallies, and luncheons for one the state's largest economic development projects, serving as the main point of contact for company officials and the media.
- Assisted the clients in securing coverage in state, regional, trade, and national media publications, including CNN, MSNBC, Des Moines Register, Corridor Business Journal, and Green Markets, among others, through proactive media pitching.
- Created strategic communications plans for clients including the state economic development authority.
- Managed the public relations, fundraising, and marketing efforts for a statewide veterans hiring initiative.
- Worked across all channels including social media, news media, and direct mail, to ensure message continuity and consistency.
- Developed messaging platforms and pitching opportunities to ensure message penetration in all media efforts.
- Developed monthly blog content highlighting Iowa companies, competitive advantages, and awards targeted to site selectors and economic developers.

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## Political Director, Iowans for Tax Relief

Muscatine, Iowa 2010-2011

- Managed mobile door knocking program for state-level candidates throughout Iowa.
- Designed candidate materials including direct mail pieces, flyers, and collateral pieces.
- Organized and activated volunteer bases to participate in door knocking and fundraising programs.
- Coordinated statewide campaigns, including the 2010 special election for the state senate for U.S. Senator Joni Ernst.

## Education

### Bachelor of Arts, Wartburg College

Major: Communications Arts

Minors: Business and Leadership

Waverly, Iowa 2010

Emphasis: Public Relations

## Organizations & Community Involvement

National School Public Relations Association, Iowa Chapter

Public Relations Society of America, Central Iowa Region

Young Professionals Connection, Greater Des Moines Partnership

Young Variety of Iowa, Heart Donor

Iowa Caucus Consortium, Advisory Committee Member

Polk County Republican Women, Treasurer

Cornerstone Church of Ankeny, Youth Leader

## References

Jesse Harris, Vice President, LS2group, (515) 240-2104

Mary Earnhardt, State Director, Carly Fiorina for President, (563) 343-5779

Andrea Jansa, Policy Manager, Greater Des Moines Partnership, (515) 306-4044