

SAMANTHA PARRA

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PROFILE

Communications professional combining public relations strategy, multimedia storytelling, public-sector outreach, and community leadership. Experienced in managing client work, producing audience-focused digital content, and translating complex topics into clear, engaging communications.

PROFESSIONAL EXPERIENCE

Allen Hall Public Relations (student-run agency) | Account Director | Sept 2024–June 2026

Led strategy, deadlines, and quality review across eight client accounts, supporting teams delivering media relations, messaging, digital content, and campaigns for nonprofit, advocacy, and business clients.

Previously supported With Love Oregon's monthly giving campaign with donor storytelling, creative assets, and retention planning.

La Guilde | Public Relations & Communications Intern | Paris, France | Summer 2026

Created English/French newsletters, social copy, and video; redesigned a business-facing brochure and supported website content, archival research, and communications for an adventure film festival.

University of Oregon, Global Studies Institute | Communications Student Worker | June 2025–Sept 2026

Produced website, newsletter, Instagram, and LinkedIn content; improved accessibility and created digital materials reaching 1,000+ people. Helped launch *The Global Hearth* podcast through branding and digital promotion.

Hillsboro Police Department | Multimedia Intern | 2024

Produced photography and short-form video for public information and community engagement; average Instagram Reel views increased from under 1,000 to approximately 8,000.

CIVIC LEADERSHIP & COMMUNITY ENGAGEMENT

City of Hillsboro Youth Advisory Council (YAC) | Member: Served on the Diversity, Equity & Inclusion Subcommittee; worked with city leaders on youth engagement and local policy, including the Sustainable Shopping Initiative. Represented youth at the National League of Cities Conference in Washington, D.C.

Unidos, Hispanic Public Relations Student Association | Vice President, 2024–2026: Helped grow active membership from 5 to 25 and co-founded the ¡Sí Se Puede! internship initiative with campus and industry partners.

PRSA Oregon | Conference Volunteer: Supported sponsorship outreach, speakers, promotion, and event logistics. **Rosetastic Designs | Founder, 2020–Present:** Built a creative small business with approximately 1,000 sales.

EDUCATION

University of Oregon | B.S. in Public Relations, Minor in Political Science | 2026

Portland Community College | Associate in Science; Associate of Oregon Transfer | 2024

CERTIFICATIONS

Global Career Accelerator (2025): Intercultural Skills · AI Professional Skills · Data Visualization · UX/UI & Prototyping

SKILLS

Communications & civic: Media relations, press releases, AP style, campaign strategy, stakeholder engagement, public affairs, community outreach, event communications, research, analytics.

Creative & technical: Photography, videography, video editing, social media, Adobe Creative Cloud, Canva, Final Cut Pro, CapCut, Google Workspace, Excel/Sheets, SharePoint, Smartsheet, website content management.