

Samantha Norcutt

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EDUCATION

Bachelor of Arts, Michigan State University, College of Communication Arts and Sciences

East Lansing, MI | Dec. 2024

Major in Communication, Concentration in Mediated Communication

Minors in Public Relations and Writing

Cumulative GPA: 4.00/4.00

EXPERIENCE

Undergraduate Research Assistant, Michigan State University, Purdue University

East Lansing, MI | Nov. 2023 - Present

- Wrote and edited research journals on AI Large Language Models, exploring their application in interview processes and empathetic writing.
- Conducted in-depth research and compiled key findings, delivering concise summaries to inform strategic decision-making and enhance project outcomes.
- Developed and executed Qualtrics surveys and infographics for primary research on Prolific.

Field Sales and Marketing Intern, Versiti Blood Center

Grand Rapids, MI | June 2024 - Aug. 2024

- Executed successful marketing to increase donations through community engagement, content creation and event promotion.
- Collaborated with interns to propose a strategic campaign aimed at increasing brand awareness in a market with minimal brand visibility.
- Delivered key insights on a target audience with low brand awareness, driving initiatives that enhanced company operations and engagement.

Creator and Entrepreneur, Student-Made Store, Burgess Institute for Entrepreneurship and Innovation

East Lansing, MI | Aug. 2024 - Dec. 2024

- Designed, produced, and marketed handmade products, collaborating with student entrepreneurs to enhance product development and sales strategies.
- Increased personal brand visibility by engaging with customers through social media campaigns and in-person sales.
- Managed budgeting, inventory, and customer relations to drive growth and profitability.

Campus Tour Guide, Michigan State University

East Lansing, MI | Jan. 2023 - Sept. 2023

- Demonstrated exceptional public speaking and communication skills, effectively engaging parents and prospective students with informative and persuasive presentations on school analytics.
- Presented precise and current information to visitors, enhancing their experience and understanding during campus tours.
- Adapted to new tour routes and addressed guest needs, ensuring a seamless and engaging experience.

SKILLS

Campaign planning and execution

Social media management

Developing brand strategy

Cross-functional team collaboration

Public speaking and presentation

Community engagement

EXTRACURRICULARS

President, Lambda Pi Eta Honor Society, April 2024 - Dec. 2024

- Facilitated academic events and promoted collaboration among top-performing communication students.
- Coordinated and participated in community service initiatives to support local charities.

President, Orphan Relief, Oct. 2022 - Dec. 2024

- Created and managed content for Instagram to promote club events and engage with members.
- Organized fundraisers that raised money to support an orphanage, fostering community engagement.