

Samantha Clusiau

321 2nd Street, Nashwauk, MN 55769 | 218-969-2740 | samanthaclusiau88@gmail.com | scdigitalstrategies.com

Summary

Bachelor's degree in Marketing Communications with experience in digital content creation, brand storytelling, and audience engagement. Skilled in social media strategy, campaign development, and multimedia design, with a strong foundation in Adobe Creative Suite, SEO, and analytics. Combines a passion for brand storytelling with a data-driven approach to deliver impactful marketing results.

Professional Experience

During my Marketing Communications internship at Minnesota North College, I developed social media strategies, unified multiple campus pages into one branded account, created print and digital campaigns, and applied SEO improvements to increase program visibility. I also collaborated with Finally Bare Advanced Skincare on content marketing, photography, and storytelling projects that connected brand identity with audience engagement. These experiences strengthened my ability to craft clear, compelling messages and manage campaigns across platforms.

Work Experience

Marketing Communications Intern Minnesota North College - Hibbing, MN

May 2025 – August 2025

- Collaborated with staff to support public relations, event promotion, and student outreach.
- Designed digital and print marketing assets for campus events and social media accounts.
- Conducted a social media audit and assisted with content updates to increase program discoverability.
- Optimized website content with SEO-focused keyword research and metadata improvements.
- Assisted in merging six campus Facebook pages into one unified account, contributing to campaign strategies and posts to boost engagement.

Marketing Communications Consultant (Freelance)

Finally Bare Advanced Skincare - Grand Rapids, MN

September 2024 – December 2025

- Created brand story and messaging to communicate business values and connect with target audiences.
- Designed marketing collateral and developed social media content to enhance brand presence.
- Produced photography and video assets for campaigns and online engagement.

Dietary Cook/Certified Food Protection Manager (CFPM)

Aspen Grove Alternative Senior Living -Chisholm, MN

March 2022 to Present

- Prepare three daily meals for residents, ensuring compliance with safety regulations by the Minnesota Department of Health.
 - Communicate effectively with staff and residents to verify all dietary needs are met.
 - Maintain high standards of cleanliness with proper food handling, preparation, storage, and temperature control.
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Certified Nursing Assistant/Caregiver

Aspen Grove Alternative Senior Living - Hibbing, MN

October 2010 to June 2021

- Assisting residents with daily cares.
 - Monitoring and communicating residents' status with staff and family members.
 - Providing emotional support for residents.
 - Answering phone, taking and relaying messages to management.
 - Daily recording of resident care.
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Education

Bachelor of Science - Marketing Communication

Bemidji State University - Bemidji, MN

September 2022 to August 2025

Associate of Arts - Communication Studies Transfer Pathway

Minnesota North College - Hibbing, MN

June 2019 to May 2022

Skills

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| <ul style="list-style-type: none">• Adobe Creative Cloud Suite:
InDesign, Illustrator, Acrobat,
Premier Pro, Photoshop, Lightroom• Microsoft Office Suite
Word, Excel, PowerPoint, CoPilot• Google Analytics• Canva | <ul style="list-style-type: none">• Writing & Editing:
Social Media, Website, Brand Storytelling & Messaging• Basic Photography for Web & Print• Social Media Marketing & Content Creation• Public Relations• Medication Administration (10+ years)• Alzheimer's/Dementia Care (10+ years) |
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Portfolio

View my digital portfolio: scdigitalstrategies.com