

SAMUEL ROBERT SOLOMON

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Highly motivated student with strong interpersonal and organizational skills seeking an internship in the field of public relations or marketing.

EDUCATION

Auburn University; Auburn, Alabama - *Bachelor of Arts Public Relations*, December 2011, GPA: 3.0

EXPERIENCE

FOUNDER, PRESIDENT

September 2010 - Present

FRUGGL.com - Atlanta, Ga.

FRUGGL is a social coupon website that offers members exclusive discounts to a local shops, or restaurants every week. We provide value to our clients by using social, micro-targeted and incentivized ads to provide stable, cost effective marketing. For more information please visit fruggl.com or [Fruggl Auburn University](#) on Facebook.

ONLINE EDITOR

May 2010 - Present

The Auburn Plainsman - Auburn, Ala.

Social Media Experience

- Expanded reach of newspaper content through creation and management of Facebook, Twitter, YouTube and Flickr accounts.
- Uploaded and maintained articles, photos and videos.
- Managed comments and all user-generated content.
- Worked with editor-in-chief to establish a sound and innovative online publication.

VICE PRESIDENT OF COMMUNICATIONS

November 2008 - November 2010

Sigma Phi Epsilon Fraternity - Auburn, Ala.

Communication

- Designed and edited copy for new fraternity Web site (<http://auburnsigep.com/>) by working closely with a local sub contractor. Site has been recognized by national and local chapter leaders.
- Improved channel of communication for recruits, parents, alumni and the chapter by utilizing online comment forms and e-mail.

Organization

- Introduced a news blog to keep recent alumni current with chapter business.
- Re-structured the Office of Communications to focus on web management, alumni relations, public relations and historical documentation.
- Enhanced national fraternity relations by drafting articles for the SigEp Journal.

SOCIAL MEDIA INTERN

May 2010 - August 2010

V3 Media Group - Opelika, Ala.

Conceptualization

- Constructed business plans for development of websites, and web applications.
- Developed a new media marketing strategy for V3 resulting in greatly increased site traffic.
- Managed blog, Facebook, Twitter, Flickr, YouTube and other social media.
- Created copy and edited image content for V3 projects.

ASSOCIATE NEWS EDITOR

August 2009 - December 2009

The Auburn Plainsman - Auburn, Ala.

Distinctive Reporting

- Covered breaking news as well as feature stories through interviews, research and event attendance. Articles have as many as 4,300 online page views and 50 recommendations within one week of publication.
- Composed columns for print and online publication. Columns have as many as 2,700 online page views within one week of publication.

Innovation

- Conceptualized the implementation of staff writers to reduce work and stress placed on editors. Resulted in four permanent staff writers.
- Introduced and maintained a weekly gas monitor, which measured fluctuation in prices for area.

ASSISTANT ACCOUNT MANAGER

May 2009 - August 2009

Sunbelt Foods Company - Norcross, Ga.

Collaboration

- Contributed in developing marketing strategies for companies such as TW Garner (Texas Pete), Dietz & Watson, and Thunder Bay Seafood.

Diligence

- Attended sales meetings and assisted management of booths at trade shows.
- Followed leads by executing cold sales calls, and performing sample deliveries.

HONORS & ACTIVITIES

2010 PRCA Medallion Awards: Graphic Design Award of Excellence - Saturn's New Ring

2010 National Collegiate Inventors and Innovators Alliance: I2V Apprentice

2010 Sigma Phi Epsilon - Alabama Alpha Brother of the Year

2010 Doc Cottier Leadership Award

2009 Frank J. Ruck Leadership Academy graduate (Top 100 national fraternity officers)

2009 Carlson Leadership Academy graduate (Top regional fraternity officers)

Sigma Phi Epsilon - Alabama Alpha Judicial Board

Auburn Public Relations Council of Alabama

Pi Lambda Sigma

KEY SKILLS

Adobe Photoshop, InDesign, Acrobat □ Wordpress, Tumblr, Blogger, Matchbin
Facebook page development, Facebook ads, Twitter development, Flickr, YouTube and other social media