

Samuel R Solomon

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Biography

I am a creative and entrepreneurial-minded student that is always looking to learn something new. A public relations major at Auburn University, I created a startup, FRUGGL, and several other web-based projects in my free time. Alternatively, I study sustainability and education trends.

Education

Auburn University

Bachelor of Arts Public Relations

December 2011, Major GPA 3.67

Honors & Activities

National Collegiate Inventors & Innovators Alliance Apprentice, Co-founding Member Auburn Student Entrepreneurship Organization, 2010 PRCA Medallion Awards: Graphic Design Award of Excellence, 2010 Social Fraternity 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), PRSSA, Public Relations Council of Alabama, Pi Lambda Sigma Honor Society.

Technical Proficiency

Programs & Languages Adobe Photoshop, InDesign, Illustrator, Acrobat, Wordpress, Tumblr, Analytics, MailChimp, Qualtrics, HTML, CSS.

Photography Extensive experience with digital DSLR cameras, and photo editing.

Social Media Facebook page management, Facebook advertising, Twitter management, Flickr, YouTube, HootSuite, TweetDeck and more.

Work Experience

Founder

FRUGGL.com, Sept. 2010 - Sept. 2011

FRUGGL offers Auburn students discounts at local shops and restaurants.

Intern

V3 Media Group, May 2011 - Aug. 2011

Envisioned the addition of tweet and Facebook post donations feature for coinapp.org an online nonprofit collection service. Worked on design and copy.

Online Editor

The Auburn Plainsman, May 2010 - May 2011

Expanded reach of newspaper content through creation and management of Facebook, Twitter, YouTube and Flickr accounts.

Vice President of Communications

Social Fraternity, Nov. 2008 - Nov. 2010

Developed website with help of a local subcontractor that vastly increased recruitment, and alumni support.

Associate News Editor

The Auburn Plainsman, Aug. 2009 - Dec. 2009

Covered breaking news through interviews, research and event attendance. Articles have as many as 50 recommendations within one week of publication.

Marketing Intern

Sunbelt Foods Company, May 2009 - Aug. 2009

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