

Samantha Patino

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ABOUT ME

I'm an energetic professional inspired by the energy of live events and people-centered experiences. I bring spirit and attentiveness when supporting live events and retail operations. I'm personable and intentional in my work, valuing community and leading with a calm presence in fast-paced environments.

EXPERIENCE

Paws of War *Digital Content Designer & Event Support*

October 2025- Present

- Conceptualized and designed graphics and promotional material for a nonprofit organization focused on training and placing service dogs with veterans.
- Assist with sponsorship package development and partnership communications for events and campaigns raising over \$250,000.
- Support large-scale event planning and execution, creating run of show documents, assisting with on-site coordination, and streamlining registration with digital check-ins.

The Salon | Art Collective *Event Assistant Coordinator*

January 2025 - May 2025

- Assisted in end-to-end event setup and breakdown, including guest seating layouts, refreshment preparation, and post-event reset.
- Delivered front-of-house support by assisting with guest engagement and maintaining an organized, elevated atmosphere throughout Parisian-themed art events.
- Managed guest and artist check-in process, maintaining attendance records, monitored guest flow, and supported front-of-house operations.

Lovisa *Keyholder / Shift Lead*

December 2021 - August 2022

- Supported daily store operations, including opening/closing procedures, visual merchandising upkeep, inventory replenishment, and maintaining sales floor organization for the Australian jewelry brand.
- Delivered personalized customer service and product recommendations while supporting sales KPI's and driving repeat customer engagement.
- Assisted with cash handling, transaction processing, and maintaining accurate register procedures.
- Partnered with leadership to train team members on product knowledge and operational procedures.

Music & Culture Events | Fan Society at Baruch *Vice President and Content Creator*

January 2025- June 2026

- Coordinated live campus events, balancing budgeting, marketing, and collaborations with other student organizations to bring music and pop culture to life on campus.
- Lead weekly executive board meetings to align on event operations, budgeting, and communications.

EDUCATION

CUNY Baruch College

2022 - 2026

Bachelor of Business Administration: Marketing Management with a Minor in New Media Arts | GPA: 3.6

- **Study Abroad Program** in Tokyo, Japan with a focus on Japanese music industry, live entertainment, and culture

SKILLS

Customer Service & Guest Relations, Cash Handling & POS Systems, Inventory Management, Event Operations, Crowd Flow Management, Merchandising, Sales Support, Problem Solving, Communication & Relationship Building