

SAMANTHA McKIBBEN

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PROFESSIONAL SUMMARY MBA in Marketing & Consulting with a proven record of growing brands, driving client results, and leading cross-functional initiatives across digital marketing, real estate, and consulting. NCAA National Champion student-athlete recognized for high performance, strategic thinking, and the ability to translate data into compelling narratives that move audiences and decision-makers.

EDUCATION

Washington University in St. Louis – Olin Business School | MBA, Marketing & Consulting · May 2025 · GPA: 4.0/4.0

- Global immersions in Washington D.C., Barcelona, & Singapore – drove strategy engagements across global markets
- Women's Soccer, Midfielder (2023–2025) — NCAA Division III National Champion
- UAA Academic All-Team (2023–2025); Olin Dean's Scholarship recipient

DePaul University | B.S., Digital Marketing · June 2019 · Summa Cum Laude, GPA: 3.9/4.0

- Division I Women's Soccer, Defender (2019–2022) — Big East All-Academic Team (2019–2022)

Semester at Sea | Fall 2022 · Marketing & Journalism; traveled to 12 countries

EXPERIENCE

Matterhorn Venture Partners | Marketing & Real Estate Intern · April 2024 – Present

- Scaled LinkedIn following by 800% via content strategy, industry insights, and audience engagement
- Launched and managed firm website from concept to deployment
- Built digital branding solutions for 10+ clients across industries
- Drafted press releases and investment memos supporting multimillion-dollar deals

Star Events | Social Media Intern · April – July 2023

- Grew TikTok by 200% and Instagram by 65%
- Developed creative marketing strategy for events with 130,000+ attendees

The Mx Group | Marketing Intern · June – September 2022

- Supported integrated campaigns for Lysol, Fuji, Mack, and Whoop
- Managed budgets up to \$20K and maintained client databases

Freelance Travel Strategist & Web Designer | 2022 – Present

- Designed travel itineraries and websites for small business clients
- Applied SEO and digital marketing strategies to boost engagement

Freelance Soccer Trainer | June 2019 – June 2025

- Coached youth athletes ages 5–15; built and retained 10+ recurring client families annually

LEADERSHIP & HONORS

- Junior Board Member, Team Impact Midwest — nonprofit pairing children with serious illnesses with college athletics
- President, Olin Cares (Olin Business School community service organization)
- Board Member, Graduate Business Student Association (GBSA), Olin Business School
- Member, Leader Lab — selective leadership development program
- Captain, Washington University Women's Soccer Team
- NCAA Division III National Champion (2024)

SKILLS

Marketing Tools: Google Ads (Certified), MailChimp, Canva, Adobe Creative Suite, WordPress

Analytics & Productivity: Excel, PowerPoint, Google Analytics, CRM platforms

Languages: English (native), Spanish (conversational proficiency)

Core Competencies: Brand Strategy · Content Marketing · Digital Campaigns · Client Consulting · Executive Communication · Social Media Growth