

# Samantha Durante

## Experience

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**Medley Media Associates**, New York, NY

May 2010 to Present

### Freelance Writer & Communications Consultant

- Assisted small businesses in clearly articulating their target messaging and managing projects to foster growth
- Crafted effective marketing materials, blog posts, website copy, newsletters, presentations and reports
- Lauded as one of Westchester County's 2012 "40 Under 40" Rising Stars by the Business Council of Westchester & 914INC magazine's "Wunderkinds 2013" Top Westchester Business Leaders & Innovators Under 30

**Microsoft Corporation**, Redmond, WA

September 2007 to November 2010

### Program Manager, Zune Client on Xbox LIVE

- Designed user experience for Zune streaming music application on Xbox LIVE
- Prioritized features to optimally utilize developer resources and accommodate project schedule
- Adapted feature set to respond agilely to major plan-of-record changes from external forces
- Partnered cross-team to align with other Zune tuners and create consistency across the ecosystem
- Drove communication for Beta and Preview engagement to encourage customer feedback
- Led team-wide effort to patent unique ideas to encourage and protect innovation
- Achieved top ranks on reviews due to unparalleled daily efficiency, production of the highest quality specification documents many team members reported to had ever seen, and fostering team building and cross-group relationships

### Program Manager, .NET Developer Platform

- Owned Tree Services & Controls feature area of Windows Presentation Foundation (WPF) developer framework
- Gold Star Award for delivering important strategic features (DataGrid & Ribbon) outside the normal ship cycle
- Collaborated with partner teams to deliver aligned, API-compatible products and a unified customer experience
- Championed the WPF platform as a highly-rated speaker at developer conferences
- Partnered with customers to engineer solutions and improve the team's understanding of customer needs
- Designed and built innovative WPF flagship applications highlighting dynamic, next-generation user interfaces

**LiquidBooks.net**, Philadelphia, PA

November 2005 to January 2007

### Co-Founder/CEO

- Launched a consignment service for used textbooks which sold and shipped over \$100,000 worth of used books
- Coordinated all aspects of a small business – inventory management, marketing, customer service, accounting and bookkeeping, website maintenance, employee management, etc.

## Education

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**University of Pennsylvania**, Philadelphia, PA

September 2003 to May 2007

### Jerome Fisher Program in Management & Technology

- **School of Engineering and Applied Science.** Bachelor of Applied Science; Individualized Curriculum focused in Entrepreneurial & Systems Engineering
- **The Wharton School.** Bachelor of Science in Economics; Concentrations in Management & Operations and Information Management (OPIM)
- **Leadership & Activities.** M&T Women's Initiative (Co-Chair), Women's Rugby Football Club (Match Secretary), Alternate Spring Break (Site Leader), Wharton Women (Conference Marketing Committee)
- **Cumulative GPA.** 3.27 (42.5 courses)

**Brewster High School**, Brewster, NY

September 1999 to June 2003

- **Awards.** Valedictorian, Principal's Student Leadership Award, All-Academic Scholar Athlete
- **Leadership & Activities.** National Honor Society (President), Student Government (Vice President), Student Literacy Committee (Co-Founder), Basketball (Varsity Captain), Lacrosse, Field Hockey
- **Cumulative GPA & Test Scores.** GPA: 100.55, SAT: 1530 (790 Verbal, 740 Math)