



**Samantha (Sam) Chavanic** began as the communications strategist for the AE Department on Dec. 7, 2015. As the department's strategist, Sam will develop, plan and implement various integrated marketing and communications initiatives including creating and updating website content; networking with faculty, staff, students, alumni, corporations and peers; creating email marketing campaigns, newsletters and various print marketing material; writing feature articles and press releases; coordinating communications and promotions for events and analyzing results of communications initiatives to improve future marketing efforts.

Sam is a Penn State print journalism graduate with more than four years of communications and marketing experience. She grew up in James City, Pennsylvania, a small town located in the Allegheny National Forest. Sam spent the last two years working at a content marketing firm in Chicago, and she is extremely excited to be back home in Happy Valley with her husband and 5-month-old son. Outside of work, she enjoys spending time with her family, the outdoors, good coffee, a great book and an even better story to tell.