

Sam Rizzo

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EDUCATION

University of Wisconsin–Madison | School of Journalism & Mass Communication Madison, WI
B.A. Journalism | Strategic Communication & Reporting (Dual Track) | Sports Communication Certificate May 2027
GPA: 3.59/4.00 | Dean's List | Illinois Seal of Biliteracy (Spanish) | Eklund & Morris Scholarships

PUBLIC RELATIONS & COMMUNICATIONS EXPERIENCE

United Airlines Chicago, IL
Corporate Communications & Media Relations Intern May – Aug 2026

- Pitched United's Starlink Wi-Fi launch to tech journalists; earned coverage and a 40% response rate—4× goal.
- Prepared executive briefing materials for United's CCO ahead of a live Chicago WBEZ radio interview.
- Monitored tier-one aviation news and competitor coverage; compiled weekly executive media and briefing reports.
- Constructed media advisory earning major-market TV pickup; supported a 500-person national aircraft livery reveal.
- Co-developed an AI prompt library for reporter targeting, media research, email prioritization and PR drafting.

UW–Madison School of Nursing Madison, WI
Communications & Media Relations Intern Feb 2026 – Present

- Interview 25+ alumni, faculty and students, translating clinical research into accessible public-facing stories.
- Secure local earned media by pitching faculty and student stories that raise the School of Nursing's visibility.
- Benchmark competitive messaging, national rankings across 20+ peer institutions to surface earned media angles.

Northwestern Medicine Chicago, IL
Healthcare Communications Intern Mar – Aug 2025

- Authored three consumer health articles read by 30,000+ visitors, translating medical insights for patients.
- Translated ambient clinical AI (DAX) and physician workflows into lead feature for 5,400 healthcare providers.
- Analyzed SEMrush data across 50+ health topics to surface competitive story ideas and guide editorial priorities.

University of Wisconsin Athletics Madison, WI
Game Day & Fan Experience Marketing Intern Mar – Dec 2025

- Delivered a \$20,000 fan-experience initiative with Big Ten Conference representatives, from pitch through execution.
- Led wrestling promotions and basketball game-day scripting, coordinating live programming and entertainment.

Madison Capitols | United States Hockey League Middleton, WI
On-Ice Host, Public Relations & Promotions Coordinator Nov 2024 – May 2025

- Hosted games for 1,000+ fans nightly and led live promotions, sponsorship activations and audience engagement.
- Coordinated events drawing 3,000+ attendees and postgame media appearances with players and coaches.

ADDITIONAL EXPERIENCE

Simplify AI San Francisco, CA (Remote)
Conversational Voice Actor Jan 2026 – Present

- Recorded 50+ dialogue samples to train a conversational AI voice agent and refine natural interactions.

SKILLS & RECOGNITION

Communications: Media Relations, Media Pitching, Earned Media, Executive Briefings, Competitive Monitoring

Technical & AI: Generative AI Prompt Engineering (media research), Muck Rack, SEMrush, Adobe CC, Canva

Public Speaking Honors: Top 100 National Speaker | 3× Illinois State Speech Champion | [View Performance](#)