



**SAMANTHA PTASHKIN**  
DIRECTOR OF COMMUNICATIONS

- Direct public relations, marketing and branding efforts
- Develop crisis communications strategies
- Integrate all forms of social media to promote Barrington 220 news
- Oversee all media relations
- Serve as district liaison to various community organizations

**ANNIE LOIZZI**  
Web & Print Design Coordinator

- Conceptualize and designs print and multimedia projects
- Oversee print projects and web content that meet professional graphic design standards
- Translate print messaging concepts to the web (or vice versa), when necessary
- Identify appropriate formats and media to best deliver messages for desired audiences
- Prepare final art files and coordinates with the print shop
- Ensure functionality of the website with assistance from the CMS
- Instruct site contributors on the use of the supplied CMS
- Manage day-to-day site maintenance and oversee content on all corporate websites to ensure consistency with the district's publishing guidelines