

**Samantha Prinster**

<https://www.linkedin.com/in/samantha-prinster-mha-aa110783/>

Samantha Prinster is the director of marketing and communications for Cedarhurst Senior Living, where she is responsible for developing and implementing marketing and communication strategies for all Cedarhurst communities in addition to aiding in business excellence projects. She has more than seven years of healthcare-focused marketing experience and more than 10 years of healthcare and senior living experience. Prior to her time at Cedarhurst, Samantha worked in various different healthcare settings and also spent some time as the digital marketing manager for a global nonprofit, where she traveled to its centers around the world, teaching digital marketing best practices while helping the company improve its online reputation. She holds undergraduate degrees in English writing and marketing management from Southeast Missouri State University, a Master's degree in communication management, a Strategic Leadership in Healthcare Certificate from the University of Denver, and a Master's of Healthcare Administration degree from Maryville University of St. Louis.