

Samantha Smith  
4/27/2025

## **Samantha Smith, Devoted Family Member and Public Relations Professional, Dies at 88**

She spent her life building strong relationships both at work and at home.

Samantha Smith, a loving wife, daughter, sister, and mother who became a well-respected public relations specialist in the Philadelphia area, died peacefully in her sleep at her home in Cherry Hill, New Jersey. She was 88.

Her son announced the death, who shared that she had remained in good health until the end, but had started to become feeble in the last few months. There were no terminal illnesses that related to the cause of death, but she passed due to natural causes of old age.

Samantha had held a strong standing career in public relations for spanning more than two decades, she had become a trusted name behind the scenes, representing some of Philadelphia's most well-known professional athletes and local artists. Known for her authenticity in her work she helped shape the public images of figures whose names reached national distances. Her personal approach to public relations lead her to have a reputation not just as strategist, but as a confidante to many clients who trusted her.

The birth of her career began at Rutgers University in New Brunswick, where she majored in communications and minored in digital media where she earned her bachelors degree in May of 2025. Upon graduation, she worked her way up through internships and early PR roles, filled with determination to build a life as a professional as well as pursuing personal happiness.

Samantha worked as a PR specialist in the Philadelphia area for over 25 years doing work she loved and met the retirement of her career in her late 50s, at the height of her career. She had achieved the balance she always dreamed of, a fulfilling career along side a rich family life. She

then spent her retirement years traveling with her husband, volunteering with animals, and spending time with her children, and grandchildren.

Samantha was married for over 50 years to her husband whom she had met in her early 20s. Together they built a beautiful home that was filled with warmth and welcomed all friends and family. They often hosted family gatherings and dinners, and made everyone feel like they were at home.

She survived by her husband, three children, seven grandchildren and her two beloved golden retrievers. Her legacy will not just be found in the career she built, but even more so in the lives of her family and loved ones.

Plans for memorial service are to be determined.