

SAMUEL SMITH

Content Creation | Digital Media | Video Production

EDUCATION

William & Mary, May 2023

Bachelor of Art, English & Psychology GPA: 3.25

University of Oxford, Spring 2021

Study Abroad

Relevant Coursework: Copywriting and Editing, Publishing, The History of Renaissance Writers

RELATED EXPERIENCE

Marketing Intern, *Penguin Young Readers*

Remote | May - August 2021

- Collaborated with public relations team to assist in marketing efforts for two upcoming fiction novels using digital media
- Created social media posts on Tik Tok and Instagram to promote publications and encourage fan engagement
- Recorded and edited short videos to highlight and introduce book characters on YouTube
- Edited websites for authors using Wix including written and visual content

Section Editor, *ROCKET Magazine*

Williamsburg, VA | September 2020- May 2021

- Wrote multiple 350 - 1,000 word articles for bi-annual publication in campus fashion and culture magazine
- Manage logistics for photoshoots including student models, photographers, styling, and props
- Coordinated article submission and edits for a team of 5 student

Creative Careers Intern, *William & Mary Office of Career Development & Professional Engagement*

Williamsburg, VA | September 2019- May 2020

- Published a weekly newsletter with unique and compelling content to 1,000+ students
- Conducted alumni outreach and community engagement through LinkedIn
- Interviewed alumni about past and current career experiences to share relevant stories with students
- Compiled and categorized a database of 100+ internships in the creative industries for students
- Advertised and moderated 4 professional development workshops and information sessions each semester
- Managed organization's Instagram and increased account's growth by 10%

LEADERSHIP EXPERIENCE

Instructor: Yoga, Sculpt, and Body Pump, *William & Mary Campus Recreation*

Williamsburg, VA | October 2020 - Present

- Lead classes of up to 25 participants with engaging and energetic commands
- Create and practice class sessions in advance to ensure maximum experience for every attendee

Historian, *Black Student Organization (BSO)*

Williamsburg, VA | September 2019 - May 2020

- Collected and filed documents, reports, and photographs significant to the BSO
- Photographed all BSO events to compile annual scrapbook

ADDITIONAL EXPERIENCE

Server, *Applebee's Neighborhood Bar & Grill*

Richmond & Williamsburg, VA | December 2018 - May 2021

- Provide efficient and friendly customer service to dining customers
- Manage customer experience as well as varied restaurant tasks each shift ranging from food preparation and storage, cleanliness of dining room, to washing dishes

PROFESSIONAL SKILLS

Software: Wix, WordPress, Canva, Microsoft Word, Excel, PowerPoint

Writing: Creative writing, research and analysis, copy editing

Language: Conversational Spanish

Social Media: Instagram, Facebook, Snapchat, TikTok

Video/Content Production: iMovie, Adobe Premiere Pro, Adobe Photoshop, Illustrator, & InDesign, Photography

REACH ME

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