



samantha ward

CONTACT

SamanthaCWard.com

SKILLS

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe Premier
Final Cut Pro
HTML, CSS
Wordpress
SquareSpace
Concrete 5
APA, MLA style
MailChimp
Constant Contact
Google Analytics
Photography
Videography

EDUCATION

B.A. in Professional Writing
Michigan State University
May, 2017

MINORS:

Public Relations,
Arts + Cultural
Management

RELEVANT COURSEWORK IN:

nonprofit communications, grant writing, marketing, content strategy, document design, brand development, advertising, web design, fundraising, development

EXPERIENCE

Communications + Social Media Manager | March 2015 - Present
Michigan State University College of Arts & Letters, East Lansing, MI
Manage six social media accounts including Facebook (+400 followers), Twitter (+1,200), Instagram (+600), Snapchat (+500), Youtube and LinkedIn • Analyze metrics to improve reach and engagement in alumni, students, faculty and donor audiences • Conceptualize and develop brand strategies for traditional and social platforms • Lead continual improvement of website and manage content through content management system • Produce content strategies and multi-media content including newsletters, videos, articles and graphics • Conduct interviews to create articles, blogs, podcasts and web content

Communications + Development Manager | August 2016 - Present
Big Brothers Big Sisters Michigan Capital Region, Lansing, MI
Maintain and curate content for social media and web platforms for the agency's programs and events • Lead initiative and planning of updated website for agency including design, development and migration • Create press releases to inform local news outlets of special events

Marketing + Communications Manager | June 2016 - August 2016
Raising Films, London, United Kingdom
Maintain Raising Films' Wordpress website through page updates • Expand social media accounts including Facebook (+150 followers) and Twitter (+100) • Develop marketing strategies and brand development for launch of major survey report detailing statistics and testimonials in the industry • Hold in-person and Skype interviews with high-profile guests from the film and feminism sectors • Coordinate Raising Films campaigns at events including the Directors UK Festival and the Edinburgh International Film Festival

Communications Chair | May 2016 - Present
Alternative Spartan Breaks, East Lansing, MI
Create monthly videos, newsletters, outreach deliverables and social media posts • Design and coordinate creation of promotional materials including shirts, stickers and brochures

Annual Report Designer | January 2016 - April 2016
Allen Neighborhood Center, Lansing, MI
Develop an integrative report that documents the organization's activities, programs and financial assets in a way that will engage community members • Produce a 15-page document for digital and print use