



samantha c ward

CONTACT

SamanthaCWard.com

SKILLS

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe Premier
Final Cut Pro
HTML, CSS
Buffer
Hootsuite
Sprout Social
Wordpress
SquareSpace
Concrete 5
dotCMS
APA, MLA style
MailChimp
Constant Contact
Google Analytics
Asana
Wrike
Photography

EDUCATION

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

MINORS:
Public Relations,
Arts + Cultural
Management

RELEVANT COURSEWORK IN:
higher-education communications,
brand development, event
management, web design,
marketing, content strategy,
fundraising, development,
media-relations

EXPERIENCE

Communications Manager | 2017 - Present

Michigan State University, College of Agriculture and Natural Resources, Department of Agriculture, Food and Resource Economics, East Lansing, MI
Produce and execute comprehensive communications strategies, both digital and print • Write and edit materials on applied economics and management to produce content for students, faculty, alumni, and the local community • Create social media accounts including Facebook (+350 followers), Twitter (+650), and LinkedIn (+200) with engagement rates of over 10% on all accounts • Improve website accessibility, user interface, and content through continual updates • Act as the department photographer, capturing headshots, classroom activities, and events

Social Media Manager | 2017 - Present

OfficeNinjas, Remote
Program strategic marketing and branding content for four social media channels of 13,500 total followers to promote events and resources • Build engagement and community through relevant lifestyle content • Produce copy and visuals including graphics and gifs for social channels • Conduct audience research and create monthly analytics reports to present to organization leaders • Contribute copy to weekly newsletter that reaches more than 11,000 readers

Freelance Communications Strategist | 2017 - Present

Rally Initiatives, Remote
Supply an array of clients with comprehensive communications plans • Strategize and implement event promotion and in-person and virtual events • Create and execute social media content and strategies for more than 10 accounts

Social Media Specialist | 2017

University of Michigan College of Literature, Science, and the Arts, Ann Arbor, MI
Create and implement strategies for college social accounts across all major platforms • Monitor engagement and manage the college's digital communities • Advise departments and centers on their social media presence while assisting in the creation of strategies and guidelines • Increase engagement by over 200 percent on Instagram and Facebook in three months

Communications + Social Media Manager | 2015 - 2017

Michigan State University College of Arts & Letters, East Lansing, MI
Manage six social media accounts including Facebook (+400 followers), Twitter (+1,200), Instagram (+800), 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