

SAMANTHA WARD

CONTACT

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PROGRAMS

Asana
Wrike
Trello
Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe Premier
Final Cut Pro
HTML, CSS
Active Campaign
Wordpress
SquareSpace
Concrete 5
dotCMS
Google Analytics

EDUCATION

B.A. in Professional Writing
Michigan State University

MINORS

Arts + Cultural
Management,
Public Relations

RELEVANT COURSEWORK IN

web design, marketing, content
strategy, brand development,
event management,
fundraising, development,
media relations

EXPERIENCE

Marketing Project Manager | 2018 - Present

OfficeNinjas, Remote

Manage all projects within an agile marketing team, including project inception, timeline planning, workflow development, resource allocation, and communication throughout the execution process • Lead company-wide and project team meetings • Interface with external clients and vendors to deliver high-quality projects within tight deadlines • Oversee company-wide Marketing Calendar and manage all promotional email communications • Program and create strategic marketing and branding content for four social media channels of 13,500 total followers to promote events and resources

Founder, Web Development + Communications Strategist | 2017 - Present

1712 Communications, LLC, Lansing, MI

Develop modern, responsive WordPress websites for an array of clients complete with comprehensive communications plans and analytics tracking workflows • Strategize and implement event promotion and in-person and virtual events • Create and execute social media content and strategies for more than 10 accounts

Communications Manager | 2017 - 2018

Michigan State University, East Lansing, MI

Strategize, execute, and manage all digital and print communications for the Department of Agriculture, Food and Resource Economics • 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, Twitter, and LinkedIn 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 Specialist | 2017

University of Michigan, Ann Arbor, MI

Create and implement strategies for College of Literature, Science, and the Arts social accounts across all major platforms • Monitor engagement and manage the college's digital communities • Advise departments on social media presence while assisting in the creation of strategies and guidelines

Communications + Social Media Manager | 2015 - 2017

Michigan State University College of Arts & Letters, East Lansing, MI

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 • Manage six social media accounts • Analyze metrics to improve reach and engagement in alumni, students, and faculty audiences • Conceptualize and develop brand strategies for traditional and social platforms • Conduct interviews to create articles, blogs, podcasts and web content