

S a m L . L o r d

Titusville, New Jersey

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EXPERTISE

- Public Relations
- Copywriting
- Graphic Design
- Marketing Research and Analytics
- Social Media Management
- Website Development

EDUCATION

Rutgers University - New Brunswick
School of Communication and Information
Bachelor of Journalism and Media Studies
Concentration in Spanish (Oral and Written)
September 2017 - May 2021

- **GPA: 3.5**
- **Relevant Courses:** Media Ethics and Law ; Digital Reporting ; Spanish Oral Proficiency
Broadcast Reporting ; Web Design and Editing ; Spanish Composition ; IT and Informatics

EXPERIENCE

Rutgers Center of Alcohol and Substance Use Studies
Communications Associate
January 2021 - June 2021

- Write and edit copy for web and print communications
- Develop content for multiple web and social media initiatives
- Manage email and newsletter campaigns
- Administer websites and social media pages
- Design flyers and brochures for printed media campaigns
- Summarize academic research into deliverable web content
- Translate materials to Spanish
- Assist in developing video material

Hypostatic Studios
Co-Founder, Creative Director

December 2018 - Present

- Manage an overall web marketing strategy for a start-up gaming company
- Approve all copy and layout for company webpages
- Monitor all social media channels and posting schedules
- Summarize marketing data and strategy in production documents
- Facilitate communications between students, researchers and educators
- Create contact lists of relevant media partners, advertisers and clients

SKILLS

Software

- Microsoft Office
- Google Ads
- Adobe Suite
- Wordpress
- GarageBand

Social Media

- Twitter
- Facebook
- Instagram
- Snapchat
- Tik Tok

Languages

- English
- Spanish

Creative

- Photography
- Writing
- Editing
- Web Design
- Videography