

SAM CALDWELL

Digital Marketing Portfolio

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Introduction

Hello, I'm Sam Caldwell!

I'm a Seattle-based marketing and communications professional who builds campaigns that unite communities and spark engagement. I've spent my career helping nonprofits, universities, and mission-driven organizations strengthen their brands, deepen community engagement, and bring their values to life through authentic communication.

I tell stories that connect people to brands, to causes, and to each other.



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Brand Storytelling & Campaigns

1. Eastside Pathways – Brand Refresh & Engagement Campaign

- Directed a full brand transformation aligning visuals and messaging with organizational values.
- Launched storytelling campaigns amplifying local voices and community impact.
- Results: 35% increase in engagement and stronger partner recognition.
- Visuals: Before/after logos, campaign graphics, testimonial quote.

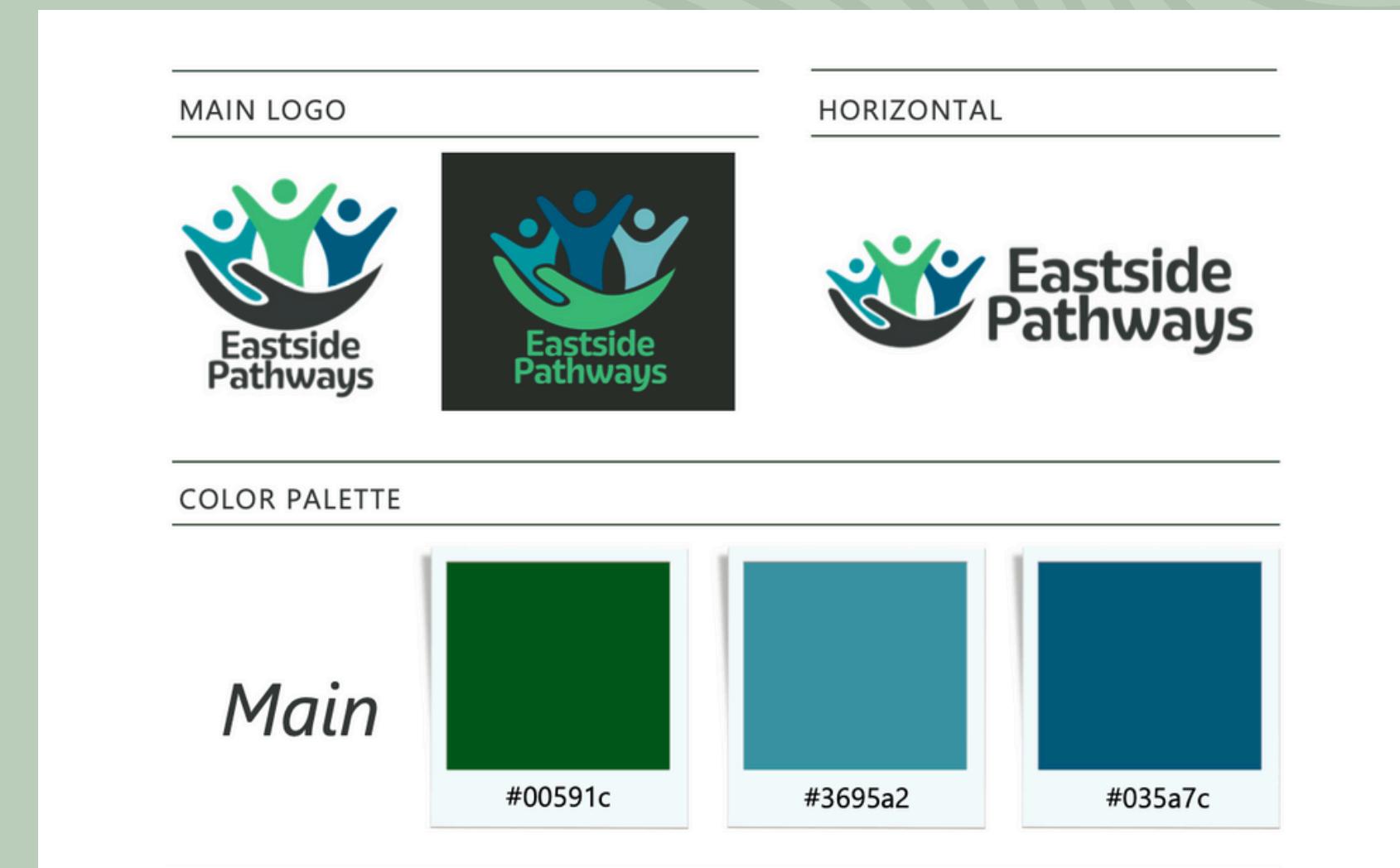
2. Wellness Initiative – Branding for a Nonprofit Program

- Designed brand identity and tone for a community wellness program.
- Created logo suite, color system, and launch campaign.

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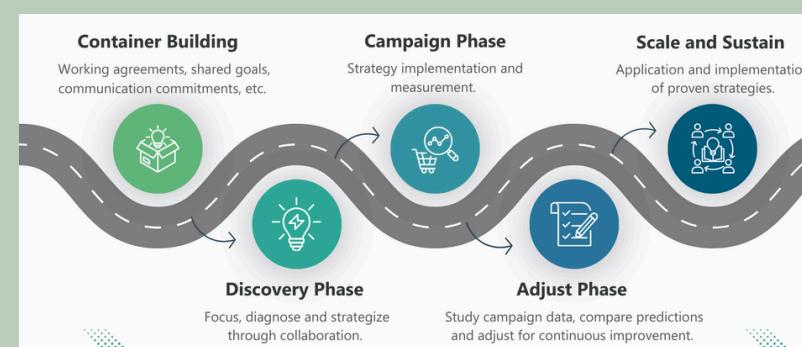
Web Development & Digital Experience

1. Higher Education Microsite Launch
 - a. Oversaw strategy and design for a student e-learning hub.
 - b. Collaborated with developers to ensure accessibility and brand alignment.
 - c. Improved navigation and engagement metrics within first 3 months.
2. Nonprofit Website Redesign (WordPress)
 - a. Managed full site audit, content migration, and SEO optimization.
 - b. Developed new donor landing page with 22% conversion improvement.

The image shows two screenshots of the Eastside Pathways website. The left screenshot displays the '2024-2026 Collaborative Action Networks' page, featuring a large graphic of people assembling puzzle pieces, a title 'Collaborative Action Networks', and three sections: 'Early Learning', 'High School & Beyond', and 'Racial Equity'. The right screenshot shows the 'Councils' page with a title 'Consult Councils', a description of the council's role, and four sections: 'Communications Council', 'Data Council', 'Leadership Council', and 'Parent - Caregiver Council', each with a 'CONNECT TO FACILITATOR' button and a small icon.

E-Learning & Educational Campaigns

1. Digital Course Branding for University Program
 - a. Developed visual and content framework for online learning modules.
 - b. Streamlined brand consistency across 12 courses.
 - c. Visuals: Course graphics, slide templates, and engagement analytics.
2. Community Training Initiative
 - a. Created multi-format learning content (PDF guides, webinars, video intros).
 - b. Increased participation by 30% through engaging storytelling and visuals.



Event Marketing & Campaign Activation

1. Community Sustainable Transportation Campaigns
 - a. Led outreach and creative development for programs encouraging biking, carpooling, and public transit use.
 - b. Designed branded materials, email campaigns, and event collateral to engage local residents and city partners.
 - c. Result: Boosted community participation and strengthened cross-sector collaboration.
2. Regional Partner Meetings & Community Summits
 - a. Organized and promoted large-scale gatherings for local government, nonprofits, and schools to share progress on sustainability and equity goals.
 - b. Managed event branding, presentations, and photography.
 - c. Result: Created consistent, professional visual identity across multiple partner groups.



Social Media & Content Strategy

1. Mission Storytelling Series
 - a. Designed ongoing social campaigns spotlighting community impact stories.
 - b. Grew followers and engagement organically by centering authentic voices.
2. Wellness Brand Campaign
 - a. Managed content calendar and visual identity for mindfulness and wellness initiatives.
 - b. Collaborated on influencer outreach and community building.



Product Launch & Merchandise

1. Limited Edition Community Apparel Campaign
 - a. Developed brand concept, messaging, and visual design for a cause-driven apparel collection supporting local sustainability efforts.
 - b. Created launch strategy across email, social media, and partner channels.
 - c. Result: Sold out 85% of products within two weeks and raised funds for local initiatives.
2. University eLearning Merchandise Rollout
 - a. Designed promotional products and digital assets for an online learning program launch.
 - b. Oversaw creative direction for branded notebooks, stickers, and apparel.
 - c. Result: Helped increase course signups and brand affinity among students.



Product Launch & Merchandise

1. Community Impact Report

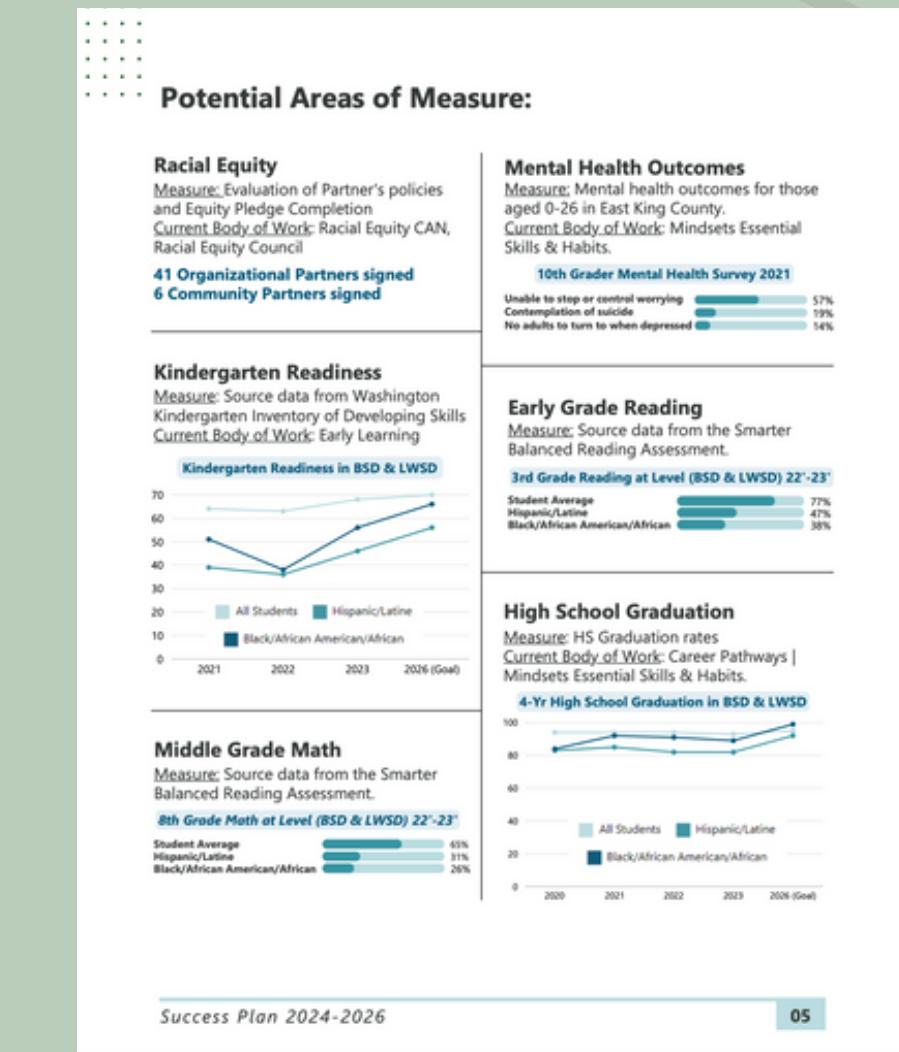
- a. Goal: Celebrate a year of nonprofit achievements through accessible design.
- b. Role: Creative direction, layout design, storytelling
- c. Impact: +45% engagement via redesigned visual report

2. Pathway to Progress — Success Plan

- a. Goal: Align teams and partners with a unified visual roadmap.
- b. Role: Strategy & presentation design
- c. Impact: Strengthened clarity and buy-in during annual partner meetings

3. Thrive Together — Wellness Package

- a. Goal: Build an employee wellness brand through design + product.



Skills & Tools

Core Skills

- Brand Strategy & Storytelling — translating mission and values into authentic visual identity
- Campaign Development — crafting engagement strategies for nonprofits, education, and sustainability initiatives
- Content Creation — designing reports, digital assets, and marketing collateral with purpose
- Event & Community Marketing — coordinating multi-partner campaigns and local activations
- Product & Merch Design — turning ideas into tangible branded experiences
- Copywriting & Editing — bringing clarity and emotion to communications
- Team Collaboration — experienced in cross-functional, multi-stakeholder environments

Tools & Platforms

Design & Creative: Adobe Creative Suite (Illustrator, Photoshop, InDesign, Spark), Canva

Web & Analytics: WordPress, Wix, Squarespace, Google Analytics, Google Tag Manager, SEO tools

CRM & Marketing Automation: HubSpot, Salesforce, Mailchimp, Meta Business Suite, Sprout Social

Project Management: Asana, Trello, Monday.com

Collaboration & Productivity: Microsoft 365, Google Workspace, Slack, Zoom

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