

SAM CALDWELL

Marketing & Communications Strategist | Brand Storytelling | Digital Content & Campaign Expert



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EXPERIENCE

Marketing and Communications Director

Eastside Pathways

📅 08/2023 - 09/2025

📍 Bellevue, United States

- Designed and implemented comprehensive marketing campaigns that increased awareness of programs and initiatives.
- Built the marketing department from the ground up, developing a comprehensive marketing strategy informed by consumer studies, brand analysis, and audience insights.
- Led a full-scale rebrand, including mission, vision, visual identity, and creation of a brand style guide, resulting in a 35% increase in website engagement.
- Redesigned the website for improved usability, integrating calendared events and ticketing platforms to enhance consumer access and experience.
- Designed and executed multichannel marketing campaigns, including blogs, email campaigns, social media, and event collateral, strengthening outreach effectiveness by 22%.
- Produced photography, videography, AV support, and social/print content for community events, driving a 20% increase in event attendance.

Content, Design and Media Manager

True Nature Travels

📅 11/2021 - 05/2023

📍 Asheville, United States

- Managed multichannel marketing campaigns, including email, social media, and digital ads, achieving a 44% increase in brand awareness.
- Directed video storytelling and photography to strengthen brand messaging and audience engagement.
- Leveraged Adobe Creative Suite, HubSpot, and Google Analytics to optimize strategy and measure campaign performance.
- Redesigned brand identity collateral for a sustainable travel company and partnering nonprofit, creating cohesive visual assets that elevated recognition and mission alignment.
- Designed and marketed a corporate wellness retreat program, launching a new revenue stream and expanding service offerings.

Digital Marketing Production Instructor

Beonair Network of Media Schools

📅 03/2022 - 08/2023

📍 Miami, United States

- Designed and delivered a four-course curriculum in Social Media & Digital Sales, Branding, Web Design, and Commercial Writing & Production, with a focus on hands-on instruction and real-world application.
- Integrated tools such as Adobe Creative Suite and WordPress to build student proficiency in content creation, audience engagement, and digital marketing strategy.
- Mentored student entrepreneurs in developing branding and marketing strategies, which enhanced effective curriculum and resulted in increased visibility, customer engagement, and small business growth.
- Participated in curriculum development and cataloged resources to support ongoing program improvement.

SUMMARY

Marketing and communications professional with 9+ years of experience developing and executing multi-channel campaigns, building brand identities, and producing engaging content that drives audience growth and engagement. Skilled in digital strategy, content creation, social media management, and multimedia storytelling. Proven track record of leading rebrands, optimizing marketing performance, and translating business goals into creative, data-informed campaigns. Adept at collaborating cross-functionally and managing projects from concept to execution, with a focus on delivering measurable results and strengthening brand presence.

EDUCATION

Master's, Integrated Marketing Communications

Florida State University

📅 01/2019 - 05/2021

📍 Tallahassee, United States

- Expert in data analytics, campaign measurement, cross-cultural strategy, digital communication, and marketing research.

Bachelor's Degree, Digital Media Production

Florida State University

📅 08/2016 - 12/2019

📍 Tallahassee, United States

- Specializing in multimedia storytelling, video production, editing, media strategy, and composition.

LANGUAGES

English

Native



Spanish

Advanced



EXPERIENCE

Graphic Designer

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08/2020 - 07/2021 Tallahassee, United States

- Developed brand assets across digital, print, and social media platforms, contributing to 400% company growth.
- Optimized marketing automation, improving campaign strategizing efficiency by 20%.
- Designed and executed branded campaigns highlighting key partnerships and themed initiatives, including Pride Month and Winter Holiday promotions, to strengthen community engagement and brand visibility.
- Built comprehensive campaign collateral to support the successful launch of 50+ store locations, ensuring consistent brand identity across digital, print, and in-store materials.

Digital Marketing Specialist

Florida State University

08/2017 - 09/2020 Tallahassee, United States

- Led content marketing and social media strategies, increasing engagement by 35% across web, email, and video channels.
- Designed and launched new brand identity, including logos, visual assets, and print materials, establishing a cohesive brand presence.
- Managed website redesigns to enhance accessibility, usability, and student engagement, resulting in an approximately 18% increase in traffic.

Teaching Assistant

Florida State University

05/2018 - 08/2019 Tallahassee, United States

- Assisted in courses RTV3531 (Single Camera Production), RTV3571 (Video Post Production), and ENT4227 (Intrapreneurs Innovate from Within), supporting curriculum delivery and student learning.

CREATIVE ACHIEVEMENTS

Campaigns & Brand Strategy

- Pitched and developed a campus-wide marketing campaign for Florida State University to adopt CyclingSavvy, a nationwide cycling safety program, highlighting accessibility and safety benefits.
- Designed and presented the "Campus Reimagined" initiative to promote AI integration into campus life, driving engagement through innovative storytelling.
- Produced marketing content for FSU International Programs, supporting recruitment and outreach through student-focused storytelling.
- Developed brand identity systems for Believe, a nonprofit promoting sustainable solutions for native communities, including logos, brand guidelines, and promotional materials.

Audience Growth & Digital Strategy

- Increased audience engagement by 35% through targeted digital marketing initiatives and community partnerships.
- Implemented a digital marketing strategy resulting in a 44% boost in brand awareness across multiple platforms.
- Enhanced content marketing framework, leading to a 22% rise in effective outreach among local communities.

Content Creation & Production

- Directed and produced environmental documentaries and promotional media projects, managing concept development, shooting, editing, and distribution across digital and print channels.
- Managed media relations and storytelling for events such as the Maccabi Games & Arts Festival, enhancing brand visibility and audience engagement.
- Photographed and created digital content showcased in exhibitions, demonstrating expertise in visual storytelling and marketing-focused content creation.

PROGRAM EXPERIENCE

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom); Canva; Google Analytics; Google Ads; Meta Business Suite; LinkedIn Campaign Manager; HubSpot; Mailchimp; Salesforce; Constant Contact; WordPress; Squarespace; Wix; Basic HTML/CSS; Hootsuite; Later; Excel; Google Sheets; SEMRush; Slack; Trello; Microsoft Teams; Google Workspace (Docs, Sheets, Drive, Slides); Microsoft Office Suite (Word, Excel, PowerPoint, Outlook).

CERTIFICATIONS

Media Production Graduate Certification

Florida State University

Multicultural Marketing Graduate Certification

Florida State University

Adobe Photoshop

Adobe Creative Cloud

Adobe Premiere

Adobe Creative Cloud

G4

Google Analytics

Inbound Marketing, SEO and Content Marketing

Hubspot

AWARDS

Produced promotional video content for university campaigns and commercial clients.

Worked with Florida State University Seminole Productions, live casting collegiate sports to ESPN and ACC networks.

Directed programming and media production efforts for campus television, managing a team of creators and collaborating on content strategies for student engagement.

Achieved 1st Place Nationally in High School Broadcast News Show (CTV)